Vogue

clothes to love, launder, and live in

ADVANCE RETAIL TRADE EDITION

MAY 1, 1943 PRICE 35 CENTS
40 CENTS IN CANADA

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Play in them . . . work in them . . . live in them and wash them. Cottons and rayons by Everfast are summer naturals for the whole family. "If for any reason they fade—your money will be refunded." Insist on the label in the garment or the name on the selvage in fabrics by the yard. Illustrated: Checked Gingham, striped Chambray, Old Fashioned Longcloth by Everfast.

EVERFAST FABRICS, INC. • 40 WORTH STREET, NEW YORK

EVERFAST*

*REG. U. S. PAT. OFF.

VOGUE'S ADVANCE NEWS FOR RETAILERS MAY 1

COPYRIGHT 1943, THE CONDÉ NAST PUBLICATIONS, INC.

Warm-weather Fashions for a Wartime Summer

THIS summer, American women will be busier than ever before. Whether they're working in a factory or office; running a suddenly servant-less household; victory gardening or doing volunteer work, they all have a full-time job. Consequently, they want summer clothes that are easy to care for, coolly comfortable, and at the same time pretty enough to keep them looking their best whatever their responsibilities. Let your store join Vogue in showing "clothes to love and live in"—clothes that will "take" a whole summer of service and still be becoming.

To Wear and Wash

Vogue says, "This summer, as never before, you'll want clothes that are workable and washable." For examples of these see pages 61-69 and 78. Here are the "pin-neat-pretty" summer dresses that are equally ready for work or play hours, city or country activities. All of these are "easy to wash, to iron, to wear" and should be promoted as such. Some have the added advantage of unbuttoning to lie flat on the ironing board—a special attraction to women unused to doing their own work.

For an eye-catching display of these 1943 washables, divide a window in half. On one side, show wash dresses against the background of a city office. On the other, show similar dresses (or even the same ones in different colours) in a typical out-of-doors country scene. Point up their washability by labelling the whole display: "Vogue says, 'Water babies that can work, play, live in a tub and brighten your life.' "

The Mexican Way

Vogue says, "Mexican peasant fashions—pepper and sauce to our North American summer." Pages 38-41 show some of the gay, bright summer fashions that Mexico has inspired: the long cotton scarf in many colours that adds a festive touch to any country outfit; the beautifully embroidered, loose linen shirts; the swashbuckling ruffled blouses; the hand-woven Mexican coat-dresses that double as beach coats; a muslin dress with a vivid sash; the gaudy beads; the solid gold, hand-made jewellery. As practical as they are pretty, these bits of Mexicana invite all sorts of bright display ideas, using Mexican colours and Mexican motifs. Sell these clothes for many different country activities: for marketing, lunching, even for informal evenings. Or promote them for beach wear. And with them show huaraches, boleros, sombreros.

ADDENDA

Duster-coats are back as protectors for summer clothes. See pages 36 and 37.

For town-and-country days show plaid surah dresses like the one on page 59, and carry over into summer rayon surah's spring success.

Summer Backlogs

Vogue says, "Indispensable this summer, a black dress or suit." Pages 74 and 75 illustrate nine examples of ubiquitous black outfits, any one of which could serve as the backlog of a summer wardrobe. Cool, simple, with 1943's fabric-saving sheath lines, these fashions go gracefully from day to evening, can be played up or down depending on the accessories, can be worn for a whole summer for a great number of occasions.

Sell dresses like these as quality fashions that pay back big returns in service. Have your salespeople point out their details of workmanship, their becoming aspects. Underline their adaptability by showing the same dress against several different backgrounds.

Accessories for Summer

Vogue says, "Ever thought of washable accessories?" and proceeds to show, on pages 61-63, washable gloves, hats, play shoes and simulated pearls, with a few words of advice on the method of cleansing each. (You might also include washable belts in your department.) Have your salespeople read carefully page 61, and then quote the same instructions to your customers. Pages 68, 69 show more washable, and some non-washable, but all news-making summer accessories: forward-looking fabric bags; new costume jewellery; fine linen handkerchiefs to pin to the lapel; scarfs and shawls.

Start the Summer with Vogue Quotes

Sent Without Charge

These four quotations on cards, sent without charge—Write Vogue Merchandising Service, 420 Lexington Ave.

VOGUE SAYS:

"Right for summer afternoons—young, sleeveless cotton dresses."

VOGUE SAYS:

"Let your summer dresses be easy to wash, to iron, to wear."

VOGUE SAYS:

"Mexican peasant fashions—pepper and sauce to North American summers."

VOGUE SAYS:

"Fabric bags are forward-looking."

Use These Quotations on Cards and in Advertising

READY-TO-WEAR

Vogue says:

"Cotton dresses are pin-neat-pretty this summer."

Vogue says:

"You'll wear checks all summer—in the village, into town."

Vogue says:

"For an afternoon-into-evening dress, have a simple sheath."

Vogue says:

"Duster-coats are back for carriageless days."

Vogue says:

"Good commuter—black duster-coat."

Vogue says:

"For easy, flat ironing—a dress with an all-the-way-open button system."

Vogue says:

"For long, light evenings—short, bright dresses."

Vogue says:

"Pretty prints should have staying power."

Vogue says:

"Pretty air-coolers—cap sleeves."

Vogue says:

"Look pretty as a flower in your off-duty hours."

Vogue says:

"Moonlight organdie—for a dress that's long and lovely."

Vogue says:

"Cool change when gardening's done—a soft, bright dress with a low, round neck."

Vogue says:

"Nice for town and country days—a shirt and skirt that look like a one-piece dress."

Vogue says:

"Have a completely washable wardrobe—dress, hat, gloves, simulated pearls."

FABRICS

Vogue says:

"Summer in surah."

Vogue says:

"Wear denim for work and play."

Vogue says:

"If you're planning to sew at home, start with cotton."

Vogue says:

"Gingham tailors beautifully, washes clean."

ACCESSORIES

Vogue says:

"Interesting new partner for slacks—loose, beautifully embroidered, linen Mexican shirt."

Vogue says:

"With shorts, slacks, skirts—a ruffled cotton Conquistador blouse."

Vogue says:

"Carry your week-end share in a shoulder-bag of sturdy cowhide."

Vogue says:

"New lapel decoration—a lacy handkerchief held with a jewelled clip."

Vogue says:

"Alligator-lizard shoes will last for the duration."

Vogue says:

"Try a cotton shawl over a halter-dress for more formal occasions."

Vogue says:

"Doeskin and cotton gloves don't care how often they're ducked in suds."

Vogue says:

"To lend a handsome air to suits—short, washable chamois-coloured cotton gloves."

Vogue says:

"Emphasize your prints with 8-button, washable white gloves."

Vogue says:

"Long, luxurious white cotton gloves wash beautifully, go with everything."

TRADE EDITION SUBSCRIPTIONS
2 YEARS (48 ISSUES) $8.00
WRITE FOR QUANTITY RATES
MAY 1, 1943

RETAILERS, MANUFACTURERS AND ADVERTISING EXECUTIVES ARE ENTITLED TO RECEIVE THE TRADE EDITION OF VOGUE. SUBSCRIPTIONS MUST BE PLACED DIRECT WITH THE PUBLISHERS OR DIRECT WITH A CATALOGUE SUBSCRIPTION AGENCY. DO NOT SUBSCRIBE FOR THE TRADE EDITION THROUGH AN AGENT CALLING ON YOUR STORE. MAKE YOUR CHECK PAYABLE TO VOGUE, AND MAIL TO VOGUE, GREENWICH, CONN.

George Platt Lynes

Latin-American antics amusingly depicted in a new print...black on pale pink.

Dress, rayon crepe, $75. Bolero, black silk shantung, $20.

A Bendel Original for immediate wear.

Henri Bendel
10 WEST 57
NEW YORK

Pakables

SO EASY TO CARE FOR
YOU'LL CARE FOR THEM A LOT

LAURIE VANCE

Cool crisp rayon mesh that resists muss, repels wrinkles, keeps you calmly confident of your unruffled grooming—however hot it is, however active you are. From 25.00. Matching Pakables* hats from 7.00. You'll know the real Pakables* by their label and tag.

LORD & TAYLOR . . . . . New York
MARSHALL FIELD & CO. . . . . Chicago
BONWIT TELLER & CO. . . . . Philadelphia
J. W. ROBINSON CO. . . . . Los Angeles
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C. Crawford Hollidge, Ltd. . . . . Boston
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J. B. Ivey Co. . . . . Charlotte
H & S Pogue Co. . . . . Cincinnati
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The M. M. Cohn Co. . . . . Little Rock
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Phil A. Halle . . . . . Memphis
Smartwear-Emma Lange . . . . . Milwaukee
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D. H. Holmes Co. . . . . New Orleans
The Gray Shop . . . . . Oakland
Rothschild's . . . . . Oklahoma City
Thomas Kilpatrick & Co. . . . . Omaha
Switzer's . . . . . Phoenix
Kaufmann's . . . . . Pittsburgh
Meier & Frank . . . . . Portland, Ore.
Jacobs & Levy . . . . . Richmond
Bon Marche . . . . . Sacramento
Makoff . . . . . Salt Lake City
Frank Bros. . . . . San Antonio
The Marston Company . . . . . San Diego
Frederick & Nelson . . . . . Seattle
Vandervoort's . . . . . St. Louis
Field-Schlick, Inc. . . . . St. Paul
Flah & Co. . . . . Syracuse
Maas Bros. . . . . Tampa
Iverson's Sportswear . . . . . Tulsa

See the complete Pakables* collection at any of the stores listed above. For name of Pakables store nearest you, write to PAKABLES, 498 Seventh Avenue, New York.

"AROUND THE CORNER OR AROUND THE COUNTRY, PAKABLES* TAKE YOU THERE SMARTLY"

*Reg. U. S. Pat. Off.

You run our homes as usual despite less time, less help, more work, no glory. You are soldiers with brooms — twenty million strong, a vital force in the defense of the nation.

You still feed us well despite rationing, shortages, lack of transportation and high taxes. You carry more than your share—your talent and imagination keep us still the best fed country in the world.

You salvage and conserve. This most vital war measure is in your hands. You mend and "make do". You save fats for gunpowder, metal for guns. You pass the ammunition with one hand — rock the cradle with the other.

You are a child-care expert. You've not only found time for the extra care your own brood needs — you double for other mothers busy with outside war-work. You counsel, console and give to the next generation the vital assurance of security and freedom.

You guard the heart of America—the home. Steadfastly you watch the pulse of the country through which beats the hope of our men on the fighting fronts. The hope of a better world in which you, your children and your grandchildren may live.

W·I·V·E·S

(WOMEN IN VITAL EMERGENCY SERVICES)

Vogue
May 1st, 1943

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Vol. 101, No. 9
Whole No. 1697

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Summer Comes to Cape Cod

Jordan Marsh

Summer comes to Cape Cod — and
Cape Cod comes to you . . . in Everfast cottons as native as trawling
and as practical as our Puritan forebears . . . here is a trio born to
summer in New England . . . hardy, handsome
styles that you can wash and wear endlessly.

Brilliant plaid in a beautifully tailored suit, sizes 10 to 20, $29.95

White pique over polka dots of cotton and rayon, sizes 10 to 20, $29.95

Checked gingham in a wear-everywhere dirndl, sizes 10 to 18, $25.00

JORDAN MARSH COMPANY • BOSTON, MASS. • NEW ENGLAND'S GREAT STORE

It's a summer for sun and sense and...

DOROTHY GRAY

specialized hot-weather preparations

SUNBURN CREAM *to regulate your tan as you wish* . . . golden, honey, or coffee brown. Or use a lot and stay fair as you are! Sunburn Cream actually screens out painful burning sun rays, helps guard against redness, peeling. Not sticky, not greasy. Bottle or tube, $1. Plus tax.

LEG-SHOW *looks like sheerest stockings!* A creamy-smooth lotion, spreads easily, evenly... dries smoothly. Water-resistant...doesn't spot or run in rain, won't come off on clothes. Scrub off with soap and water. Shades: *Sheertone, Suntone.* Big 10-oz. bottle, $1. Plus tax.

BUY WAR SAVINGS BONDS AND STAMPS NOW!

SPECIAL DRY-SKIN LOTION *for quick skin-care*—A powder-base and skin-softener in one! Gives your skin a fresh, smooth appearance...coaxes powder to cling beautifully. Helps guard your skin against drying wind, weather. Flattering bed-time cream—not greasy. $1. Plus tax.

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DOROTHY GRAY . . . 683 FIFTH AVENUE . . . NEW YORK CITY
Also at department stores and important drug stores

Dorothy Gray

AMERICAN DESIGN OF BEAUTY

To Capture Your Heart—And His

CHARBERT'S romantic breath-catching perfume—BREATHLESS. Made for those moments when your pulse quickens—when you live an eternity—and the world is yours.

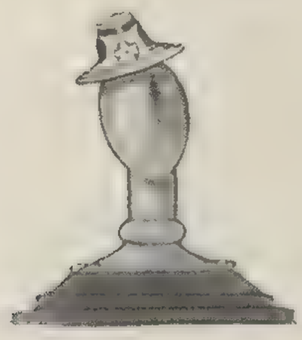
A breath-taking dinner dress of black lace and net. From our Dress Salon.

jay Thorpe
24 WEST 57
NEW YORK

Since men are not alike

SUZY, THAT WISE ONE, PRESENTS

Golden Laughter



• Is he light-hearted, debonair? Wear Golden Laughter . . . laden with direct and winning flower-scents, but with more than a hint of tropic heat beneath.

...AND ITS SUBTLE OPPOSITE

Écarlate de Suzy

• Is he unpredictable, difficult? Wear Écarlate de Suzy...its dry winey sparkle seems to loosen some spring in the man of taut nerves and dark moods.

Suzy Perfumes

Distributed by S.P.F. of America, Inc.
475 Fifth Ave.; New York. MADE IN U.S.A.

Twilight to Midnight
Sheer acetate rayons with the appeal of simplicity . . . and inspired detail . . . whether your choice be the handkerchief peplum, edged with fagoting and pointed scalloping at the left . . . or crocheted self-cording for the openwork sleeves and pocket illusion at the right. Sizes 10 to 20. Both come in Black and all smart colors . . . . . $29.95 and $35.00.
I. MAGNIN & CO.
CALIFORNIA — SEATTLE

Precision tailored by Duchess Royal

First on call for Summer play time, interchangeables harmonized for you by Carolyn. Everything goes with everything else. All can be purchased separately. Sizes 10 to 18, in white, sunkist gold, aqua, horizon red, ginger brown. The jacket and skirt, 17.95; Tailored slacks with "Hip-grip*" adjustable waistband, 7.95; shorts, 6.95; print blouse with cascade neckline, 6.95; checked shirt, 6.95.

*Pat. Pend.

*Reg. U.S. Pat. Off.

Carolyn Modes Are Sold Exclusively in NEW YORK, N. Y. at ARNOLD CONSTABLE & CO.; in CHICAGO, ILL. at MANDEL BROTHERS

California ..... Hale Brothers
Cincinnati, Ohio ..... Mabley & Carew
Cleveland, Ohio ..... The Stearn Company
Columbus, Ohio ..... The Fashion Co.
Dallas, Texas ..... A. Harris & Co.
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Seattle, Wash. ..... Best's Apparel, Inc.
Tulsa, Okla. ..... Brown-Dunkin D. G. Co.
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and a 100 other good shops from Coast to Coast. For the name of the store in your city, write National Modes, 128 West 31st Street, New York City.

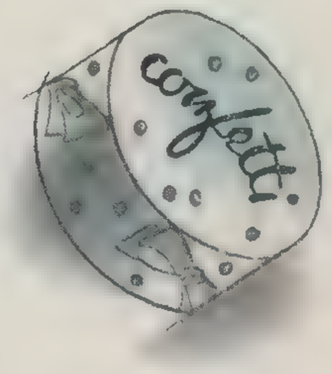
The stores listed may not charge more than the maximum price permitted in accordance with OPA regulations.

"mmmmmmmm . . . smells divine!"

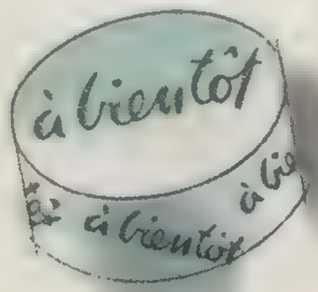
Lenthéric's

"Soft-Focus"

fragrant-face complexion powders $1.00



You know that the first thing you do when you pick up a box of powder is to sniff it. Some wise instinct nudges you—for the charm of a fragrant face, Madam, is too obvious to mention . . . and no House is better qualified to create these deeply, sweetly scented *clinging* powders than Lenthéric, long famous for notable scents. Seven shades; in Tweed, Miracle, A Bientôt, Confetti and Shanghai fragrances . . . $1.00, plus tax.



MISSING A TRICK?

For wise women who know that a little mystery is smart campaign strategy . . . that subtle concealment is more intriguing than bare facts . . . Claussner Rayon Hosiery can be an important fashion ally! There is smooth unity between their ankle fit and leg flattery; effective cooperation between their wear and economy. For important occasions . . . for effective invasions of new social territories, enlist the aid of "Kleer-Sheer" Rayons by Claussner.

KLEER-SHEER RAYON HOSE by...

Claussner

Claussner
*KLEER SHEER
Exquisite HOSIERY
* REG. U.S. PATENT OFFICE
WEAR-SEALED
For Those Who Like the Finest

Claussner Hosiery Company INC. PADUCAH, KY.

Carson
Pirie
Scott & Co
* * chicago
Dusky Chiffon * summer's prettiest anti-heat
tonic. Cool and restful as the shady side of the street.
City cousin of your shirtwaist love,
formalized by the murmur of lace under its
bodice. 59.95 * North Room Dresses

in the rich, nubbed rayon called "Cruis-Air" woven with Dupont yarn

If you make charm, usefulness and fine workmanship your guide when you buy a housecoat—you'll naturally select a Saybury . . . Here are two "Coffee Coats" in which you can be a charming breakfast companion—do a bit of work in your victory garden—dash into a neighborhood store to shop—be ready in an instant for a dozen informal duties this summer . . . Both styles are wraparounds with soft, side pleats and adjustable tie back . . . *Left*—Vagabond print in red, aqua, copen. Sizes 12 to 20. *Right*—Cool monotone flower print in copen, wild rose, sea green. Sizes 12 to 42. *Each about* $8.00

You'll find them in the better stores everywhere, or write ELIAS SAYOUR CO. • 31 East 31st Street • New York

Suit of the year
man-tailored the
wonderful Rosenblum way
of heavenly Hunt & Winterbotham
tropical Bermuda doeskin,
finest fabric of its type . . .
glorious lines, easy
California drape, hand-picked
edges, thrilling exclusive
colors . . . at fine stores
everywhere 49.95.

H. & W.
TROPICAL
BERMUDA DOESKIN
MADE IN WEST OF ENGLAND

TAILORED BY
Rosenblum
IN CALIFORNIA

ROSENBLUM · LOS ANGELES · CALIFORNIA

Lovely to look at, easy to launder and fun to wear—Galey and Lord seersuckers and ginghams are designed especially for today's Girl in Gingham; practical for patriotic economy, colorful for spirit-lifting gayety, trim for tailored smartness.

Galey & Lord Cottons by Cramerton

Courage

A fragrance attuned to the times ...stirring as martial music...reflecting the gallant spirit of today.

Perfume $1.00 to $6.50
Concentrated Cologne $2.50 (All prices plus tax)

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FOR INFORMATION CONCERNING YOUR CITY, ADDRESS

Elegance in Cotton—and as appealing as a Southern nosegay ...suit in Cotton Blossom pink quiltweave by Everfast. Both echoing the fragrance of Old South's new Cotton Blossom aids to loveliness. Hats by Jeanne Tete; gloves by Wear Right.

I. MAGNIN · NEIMAN-MARCUS · RICH'S · HARZFELD'S and one fine store in a city

MURIEL JOHNSTONE, 9 ROCKEFELLER PLAZA, NEW YORK

Mother will treasure these
KAYSER TREASURES
So few... So fine
Give her your love by flattering her
love of quality... quality that is
now more precious than ever!
KAYSER

*Aralac

...America's wonder fibre and fashion's prodigy...

gives a lift to new spring fabrics!

Here, fresh as a daisy, is a sweet little summer suit

in Sorel's Flower Pot Print

of ARALAC and spun rayon.

In gray, navy, luggage and green

Sizes 10 to 18 . . . 17.95

BONWIT TELLER
NEW YORK

MARSHALL FIELD & COMPANY
CHICAGO

*T. M. REGISTERED U. S. PAT. OFF. BY ARALAC, INC., A DIVISION OF NATIONAL DAIRY PRODUCTS CORPORATION

cracker crisp habitmaker

You wear it in town...you wear it in the country, and you're the envy of a wilted world. The tailoring of this one-piece dress is super. And its sheer fabric, "Linaire," has the spunk to defy a midsummer sun. Like all Habitmakers, it has "Free Action Sleeves." In Summer's newest colors. Sizes 10 to 20. About $25.00

For booklet of Habitmakers and names of stores featuring them, write ADLER & ADLER, Inc., Dept. V2, 550 Seventh Ave., N. Y.

Light-hearted and fresh as the scent of Cotton Blossom cologne. Tubbable. Lovable. Typically Wear-Right in their grace, their soft texture, their way of complimenting your hands. Of exclusive American cottons featuring the famous Wear-Right hand stitch*. . . in Williamsburg White.

*Reg U.S.Pat.Off

WIMELBACHER & RICE, 244 Madison Avenue, N. Y. Chicago: Merchandise Mart - San Francisco: 86 Third St.

Cotton Blossoms Are Here

The Cotton Blossom Fashions shown on the cover and on pages 66 and 67 as well as the Cotton Blossom Beauty Preparations on page 95 are available in the following shops:

Ann Arbor, Michigan.....Goodyear's
Atlanta, Georgia.....Rich's
Augusta, Georgia.....Saxon-Cullum

Charlotte, North Carolina.....J. B. Ivey & Co.
Chattanooga, Tennessee.....Loveman's, Inc.
Cleveland, Ohio.....The Higbee Co.
Columbia, South Carolina.....Saxon-Cullum

Dayton, Ohio.....The Elder & Johnston Co.
Detroit, Michigan.....Himelhoch Brothers & Co.

El Paso, Texas.....Popular Dry Goods Co.

Flint, Michigan.....Herbert N. Bush, Inc.
Fort Worth, Texas.....The Fair

Grand Rapids, Michigan.....Herpolsheimer's

Jacksonville, Florida.....Levy's, Inc.

Kansas City, Missouri.....Harzfeld's
Knoxville, Tennessee.....Miller's French Room

Lexington, Kentucky.....The Embry Co.
Little Rock, Arkansas.....The M. M. Cohn Co.
Longview, Texas.....Martin's

Macon, Georgia.....Union Dry Goods Co.
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New Orleans, Louisiana....D. H. Holmes Co. Ltd.

Orlando, Florida.....Dickson-Ives

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Rochester, New York..Sibley, Lindsay & Curr Co.
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St. Paul, Minnesota.....Frank Murphy
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San Bernardino, California.....The Harris Co.
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Seattle, Washington.....Frederick & Nelson
South Bend, Indiana.....Ellsworth's
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Vogue says:

FOR VICTORY...BUY UNITED STATES WAR SAVINGS BONDS AND STAMPS

An Old South "COTTON BLOSSOM" design by Mallinson

Wreathed in frosty-white blossoms, butterflies and bow-knots—this demure "beau-catcher" of Mallinson rayon is as cool and refreshing as a breath of Old South Cotton Blossom Cologne.

Tinted backgrounds of soft Southern Colonial pastels—yellow, blue, green and pink.

BONWIT TELLER, New York

MARSHALL FIELD & CO.

I. MAGNIN

NEIMAN-MARCUS

HARZFELD'S

RICH'S

AVAILABLE AT ONE LEADING STORE IN EVERY CITY. FOR INFORMATION CONCERNING YOUR CITY—WRITE MURIEL JOHNSTONE, 9 ROCKEFELLER PLAZA, N.Y.

MRS. WILLIAM P. COOPER
First Lady of Tennessee
selects COTTON
for the "First Co-ed" of
Tennessee University

COTTON—with all its fresh young charm, so easily renewed—is Mrs. Cooper's selection for Miss Frankie Fonde... recently elected Miss University of Tennessee. "I prefer cotton for myself, too," says Mrs. Cooper. "War-times make its thrifty combination of beauty and long wear doubly desirable these days."

Here, in the Mansion at Nashville, the Governor's mother wears a permanent-finish organdy tea gown. Her choice for Frankie is a jacket dress of blue sail-cloth with Guatemalan embroidery. Both gowns are by Tina Leser.

COTTON makes soap-and-water freshness yours at small cost and little effort... SIMPLE—Cotton is easy to wash. No complicated instructions needed. Cotton is even stronger wet than dry... SERVICEABLE—Cotton more than repays, with long wear, the simple care that keeps it fresh.

NATIONAL COTTON COUNCIL ★ COTTON TEXTILE INSTITUTE

Cotton Freshness IS A MUST IN FASHION

TABU *the "forbidden" perfume*

Few women have ever worn it without discovering the full truth of its name.

Dana © *Dana Perfumes, Sole Licensees for U. S. A., Hubbard at Dearborn, Chicago. Other Dana Licensees: Paris • London • Buenos Aires • Mexico City*

Hat from Anita Andra

Desk-to-Date Dress—a prize for adaptability. Doubly useful because it's CROWN Tested for serviceability . . . and it can be washed by hand. Sizes 12 to 20. Under $20.00 (subject to local price ceilings as established by O.P.A.).

At leading stores including:

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Detroit, Michigan

CARSON, PIRIE SCOTT & CO.
Chicago, Illinois

THE ELDER & JOHNSTON CO.
Dayton, Ohio

WOODWARD & LOTHROP
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Labelled Hand Washable

WASHING BY HAND: Use lukewarm water (105° Fahrenheit).

Make plenty of suds with mild soap.

For hard water, use a water softener. Not a bleach—it is unnecessary for rayons.

Two quick sudsings are better than one long soaking.

Squeeze suds through the fabric. Don't rub.

Rinse in lukewarm water. If the water is hard, use a softener in your first rinse, clear water in your second.

Don't wring or twist. Never put a fine fabric through a clothes wringer.

DRYING: Dry away from sunlight or direct heat.

PRESSING: Use moderately hot iron.

Press on wrong side.

Properly constructed and finished rayon fabrics can be restored or brought back to within 2% of their original dimensions by normal home pressing and shaping methods.

To do this, watch the fabric texture. If it's flattened beyond normal, you are stretching the fabric too much in pressing—if it's too crinkled up, you are shaping it in too much. When you restore such a fabric to its original *appearance*, you should find it restored to within 2% of its original size.

Fabric qualities are hidden!

No one can tell how a fabric will hold up in wear and care by looking at it. Look for a label that gives you the results of standard tests the fabric has passed.

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Dimensional Restorability—Tests predict the ability of this fabric to return to within 2% of its original size and shape after washing—by use of normal home handling and shaping methods.

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Sunlight Test No. 3—40 hours in Fadeometer (mechanical sunlight testing machine). No appreciable loss of color.

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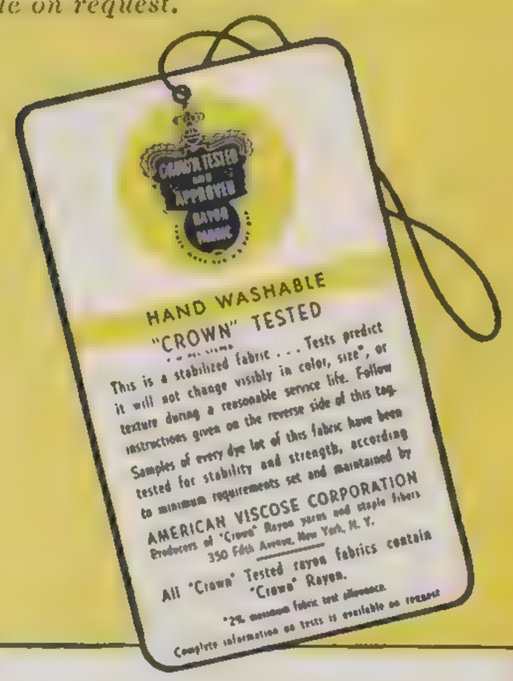

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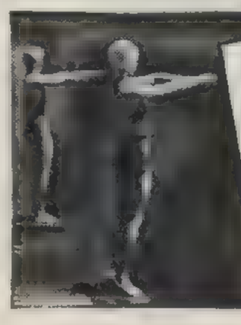

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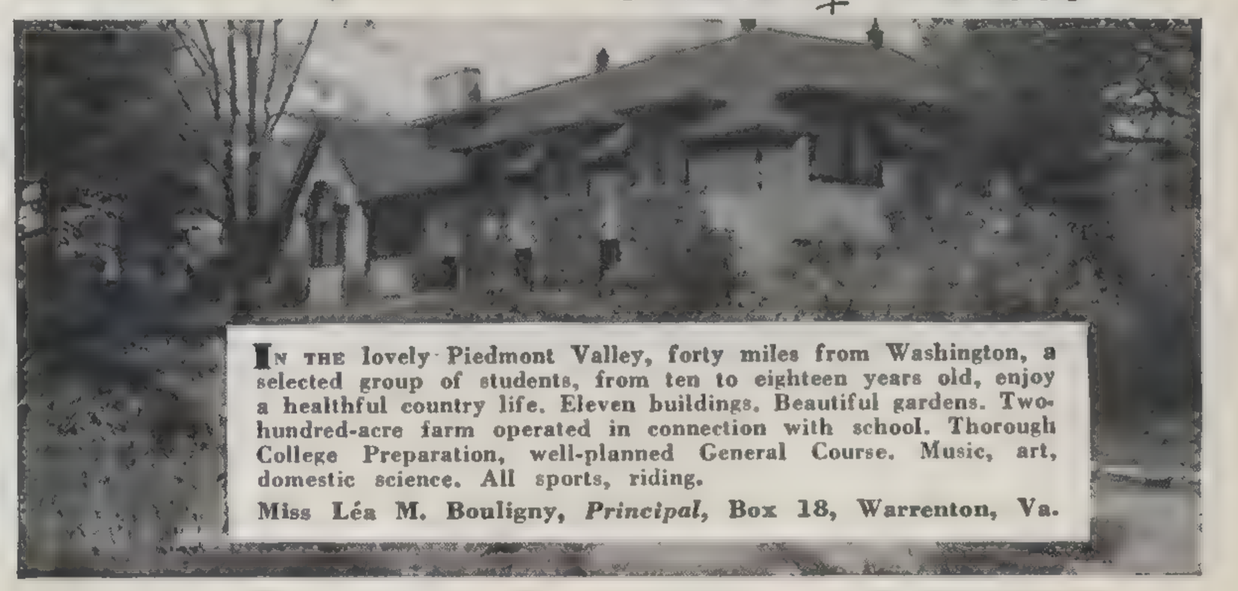

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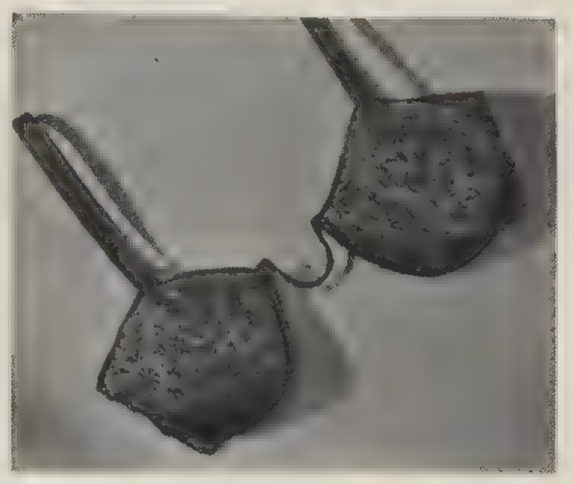

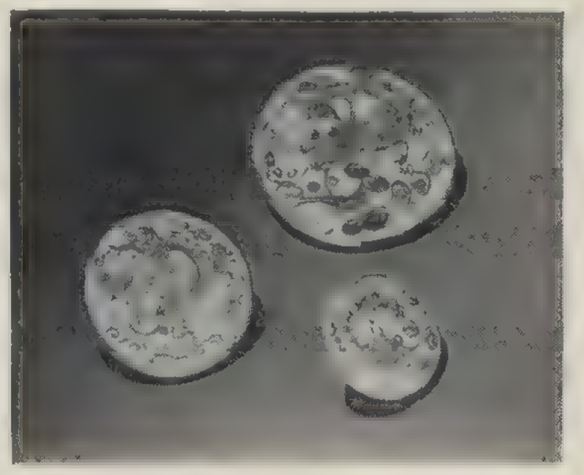

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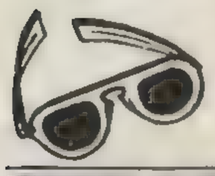

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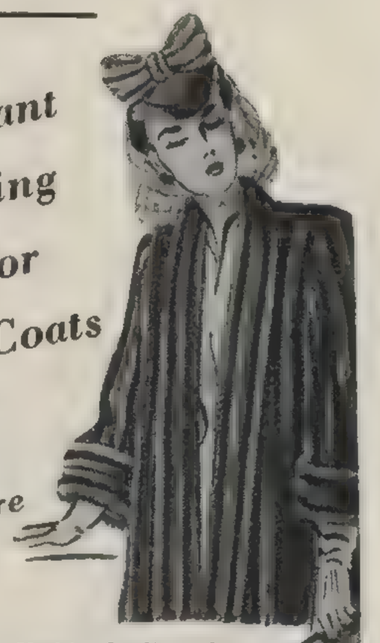

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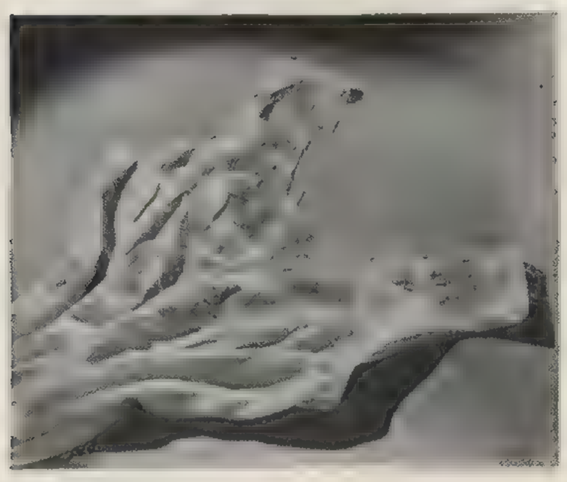

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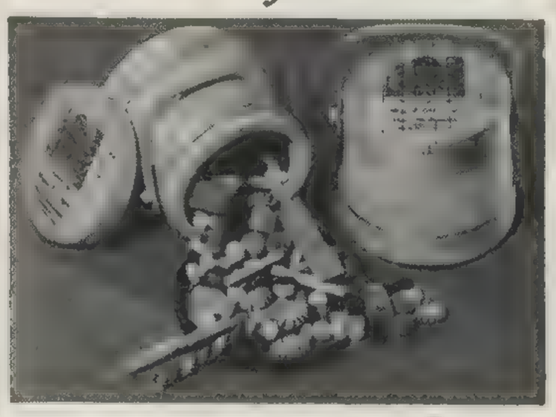

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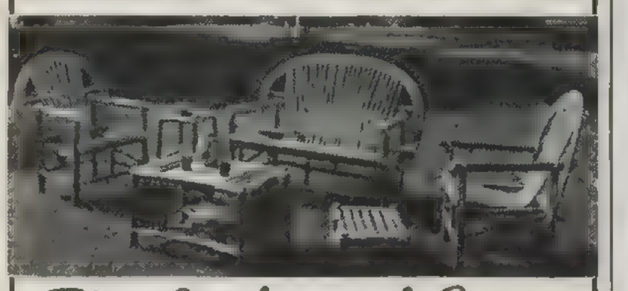

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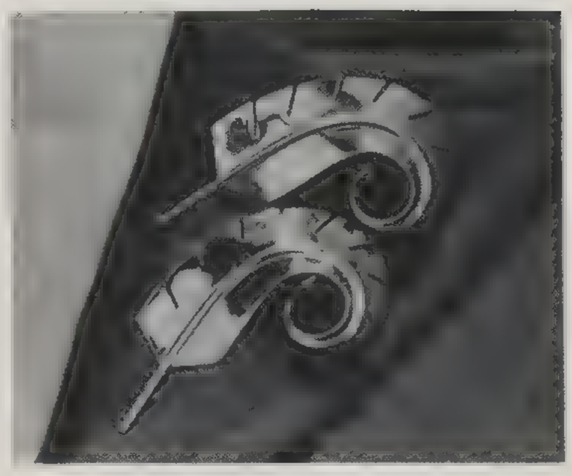
*Reg. App. for

Shop Hound

Outwits Shortages



Two Are Better Than One, particularly when it comes to lapel clips as handsome and well-made as these gold-dipped sterling silver ones. Wear them together on a suit lapel, place them on opposite sides of the neck of a black dress. Ethel Stiffson, 461 Park Ave. $8.75 each, plus tax and postage.

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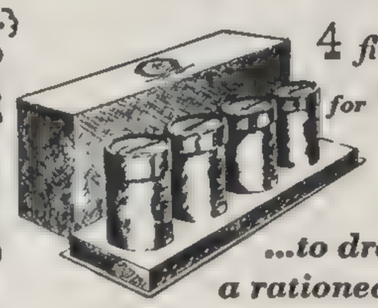

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Shop Hound

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A Bicycle Clip holds this cascade of dawn-pink morning-glories in place. It's just one of a number of facile head-pieces by Jeanne Rousseau, 19 West Fifty-seventh Street, a milliner with a light touch and a breath of genius who simply won't sell you a hat unless it's right for you. $10.50 to order.

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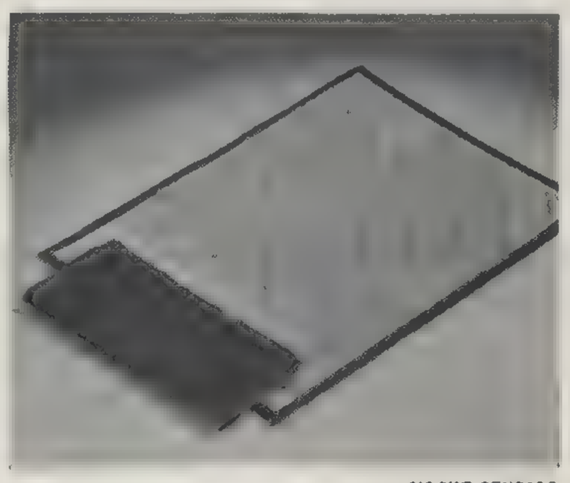

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New edition of our famous young suit hit . . . Cool, dotted spun rayon-and-cotton in a trim little go-everywhere two-piecer. Sizes 11 to 17 in powder blue, rose, luggage, coral or purple, kelly green with white dots . . . . . V67 – **9.95**

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Now . . . the fluff of silken delicate color that is Barbara Gould face powder . . . touch of softly natural rouge . . . brilliant dash of Barbara Gould lipstick, smooth yet firm to define the lines of a lovely mouth.

Designed to meet your own gallant outlook . . . the Barbara Gould theory of simplified beauty care serves you well in your busy days.

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BUSY SECRETARIES—With grooming time and facilities at a premium, turn to the Barbara Gould Beauty Schedule . . . cleansing cream, skin freshener, then a lovely Barbara Gould make-up.

For dry skin . . . Special Cleansing Cream, $1.00 and $2.00 • For normal or oily skin . . . Cream Pompon, $1.00 and $2.00 • Skin Freshener, 85c and $1.75 • Face Powder, $1.00 • Rouge, 85c • Lipstick, $1.00, and $1.25.

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MAY 1, 1943

VOGUE

INCORPORATING VANITY FAIR

Published twice a month by

THE CONDÉ NAST PUBLICATIONS, INC.

Publishers of British Vogue, House & Garden, Vogue Pattern Book, and Glamour

COVER—Cotton Blossom Pink supper dress of Everfast Quiltweave. $25. Bonwit Teller; Marshall Field; I. Magnin; Jordan Marsh. Chiffon square by Burmel. Best. Photographed at "Villa Today," Mr. and Mrs. LeRay Berdeau's Palm Beach house

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THERE ARE TWO VOGUES: AMERICAN and BRITISH
(French Vogue is temporarily suspended)

EDNA WOOLMAN CHASE
Editor-in-Chief of the two Vogues

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She measures fabric quality, in these war-busy days, by performance without pretense . . . faithful service . . . dependable colors of enduring beauty . . . and here-to-stay weaves that *will* stay because they are ageless in inspiration.

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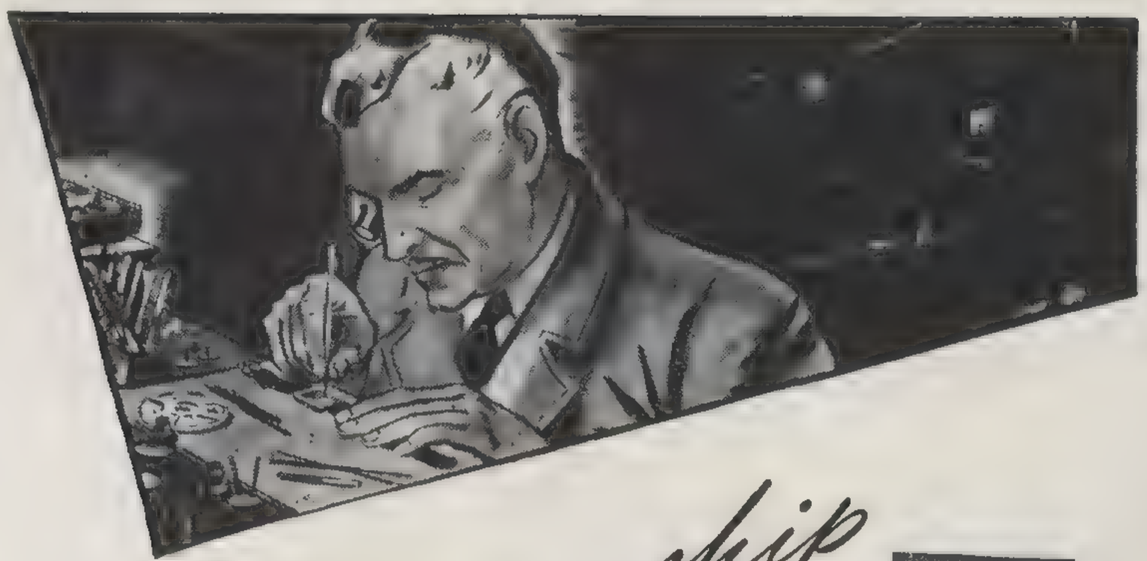
Duplex Fabrics Corporation, 1410 Broadway, New York City



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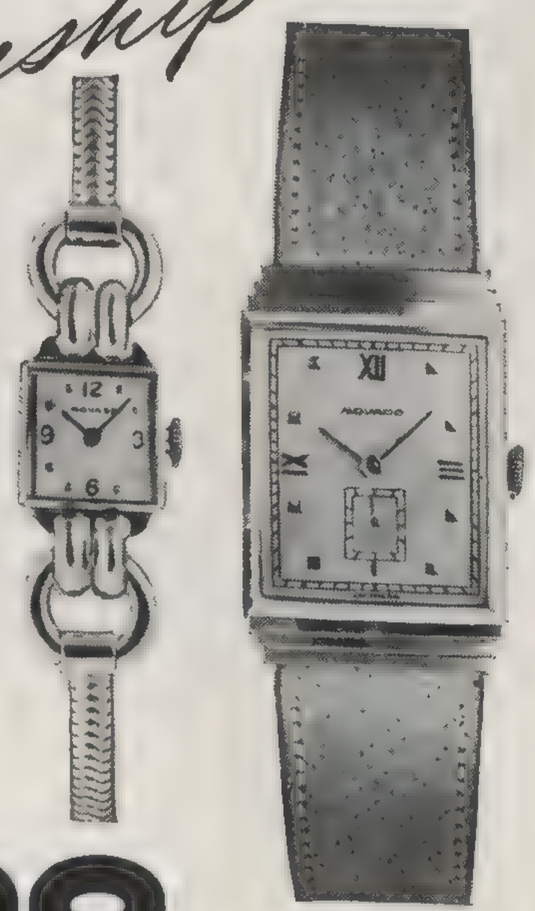

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Copr. 1943, Movado Watch Agency, Inc., 610 Fifth Ave., N. Y. 36 Toronto St., Toronto, Can.

Shop Hound

Outwits Shortages

Something Blue, part of every bride's good luck formula, is incorporated in each wedding slip that leaves the atelier of Bournefield, 660 Fifth Avenue. This one ($19.95, custom-made) is of white pure silk; a bow of blue satin and a wide flounce of snowy net, with more net at the neck-line. It also comes in tea-rose with blue, for brides who marry in street clothes or tailored suits.

Ration-Free Shoes. Hurray for huaraches, versatile Mexican sandals of braided steerhide that are perfect with summer cottons and, most considerately, do not eat up Coupon 17. $2.95, postpaid. At Fred Leighton's Mexican Imports, 15 East Eighth Street. Send an outline of your foot for size.

VOGUE STUDIOS

original by Lecie

City Bonnet...double brim of white bird's-eye piqué, latticed belting crown in Red, Black, Navy, Turftan, Light Coffee, Kelly... $7.50

ROSENTHAL ACKERMAN MILLINERY CO.

St. Louis New York

At your favorite store or by mail direct

METROPOLITAN MUSEUM OF ART

OUR subject is Wash Day. Ever since Homo Sapiens shed his furs for a soft shift, Wash Day has been one of the invariables in all civilization. So the Thebans, above, with their beating paddles, washed. And so the soldiers of England's Eighth Army, whose pyjamas balloon in the African breeze, below, wash.

Washing is no casual necessity over the face of the globe in 1943. From over the wall of occupied nations, letters speak wistfully of soap and a world which is literally grey. A U. S. Navy ship, recently putting into port, requested—and received in two hours—a washing-machine, Requisition Number One. And throughout the land, women with more work, less help, less time, ask..."Will it wash?"

Herein are forty-two clean-living fashions to love, launder, and live in. Mexican clothes whose forebears have always been washed with gossip and water and a pounding stone. Evening dresses that wash. Spanking-clean checks and stripes for town. Backless, sleeveless dresses that stretch out flat on an ironing-board. Summer duster coats, that you'll entrust to a Hand Laundry. Hats. Pearls. Gloves that wash by simply using the Lady Macbeth gesture and soap. And finally, your attention is called to some real washing which must be done by every woman —the washing of the ugly stain of Black Markets from our national—and private—consciences.

AND EGYPT, 1943 A.D.

NEWS IN THE NOT-NEW

For years it was a national joke—America's passion for the NEW.
We moved to new flats every year, acquired new cars and new husbands every other.
Hankered for new jobs, new curtains, new faces, new places.
We bought new hats every few weeks or so, several new dresses each season.
Anything, if new, seemed good, seemed better than what we had.

Now we're getting over the newness-neurosis—in clothes especially.
The tried-and-true has far more appeal than just-the-new.
The classic, the trusty, the non-experimental never looked better to our eyes.
We ask no longer for "the latest thing," but for the "longest-lasting thing."
We recognize—and appreciate—the good news of the not-new.

Not new, but a century old, is the Westernized Chinese dress opposite.
Madame Chiang's visit made us fall in love with it all over again.
A New York designer made this one for her daughter in Washington.
Made it for dozens of other Washington hostesses who saw and admired it.
(Makes it for you, too.) Its sparing-of-fabric narrowness makes it so right.

Not new, but news again, is the summer duster from horseless carriage days.
The coat that is to summer what the Chesterfield was to winter.
Try a black linen one over print dresses; a dust-coloured one over blacks.

Not new, but news again—Mexican blouses, white and beruffled.
Not new, but news as long as summers are hot—pretty prints.
Washable clothes, non-shrinking, non-shirking, easy to wear, to wash, to iron.
Barebacked dresses. Short-sleeved dresses. Brief pea-jackets.
And just plain good old cotton stockings. But don't cry—
Some have polka-dots if you just yearn for one new touch.

Celestially Narrow

Dinner-at-home dress Mme. Chiang—or you—might wear.
(Here coming down the stairway in Princess Gourielli's house.)
Topaz-coloured rayon satin—far narrower than W.P.B. prescribes.
$35. Chez Rosette; I. Magnin; Carson Pirie Scott

PHOTOGRAPH BY HORST

RAWLINGS

Checked Cotton Duster

Dusters are back for the carriageless days...
Dust-coloured dusters for country,
town dusters in black-and-white,
handsome as tweed, with a lighter life.
Left: Black-and-white cotton check-plaid.
$20. From Best; Harzfeld's

Black Linen Duster

Left: Stark black—the colour of soot,
so how can you see soot on it?
Good commuter for town and country,
good protector of white blouses;
clean-cut as your Chesterfield, linen-light.
$25. Bendel's Young-Timers; Harzfeld's

Dust-coloured Duster

Opposite: 1943 version of a dust-coloured duster. Boxy and young.
Takes on all colours...bright scarfs, bags, gloves. Vera Maxwell design.
Spun rayon Crashmere by Everfast. $40. Lord and Taylor

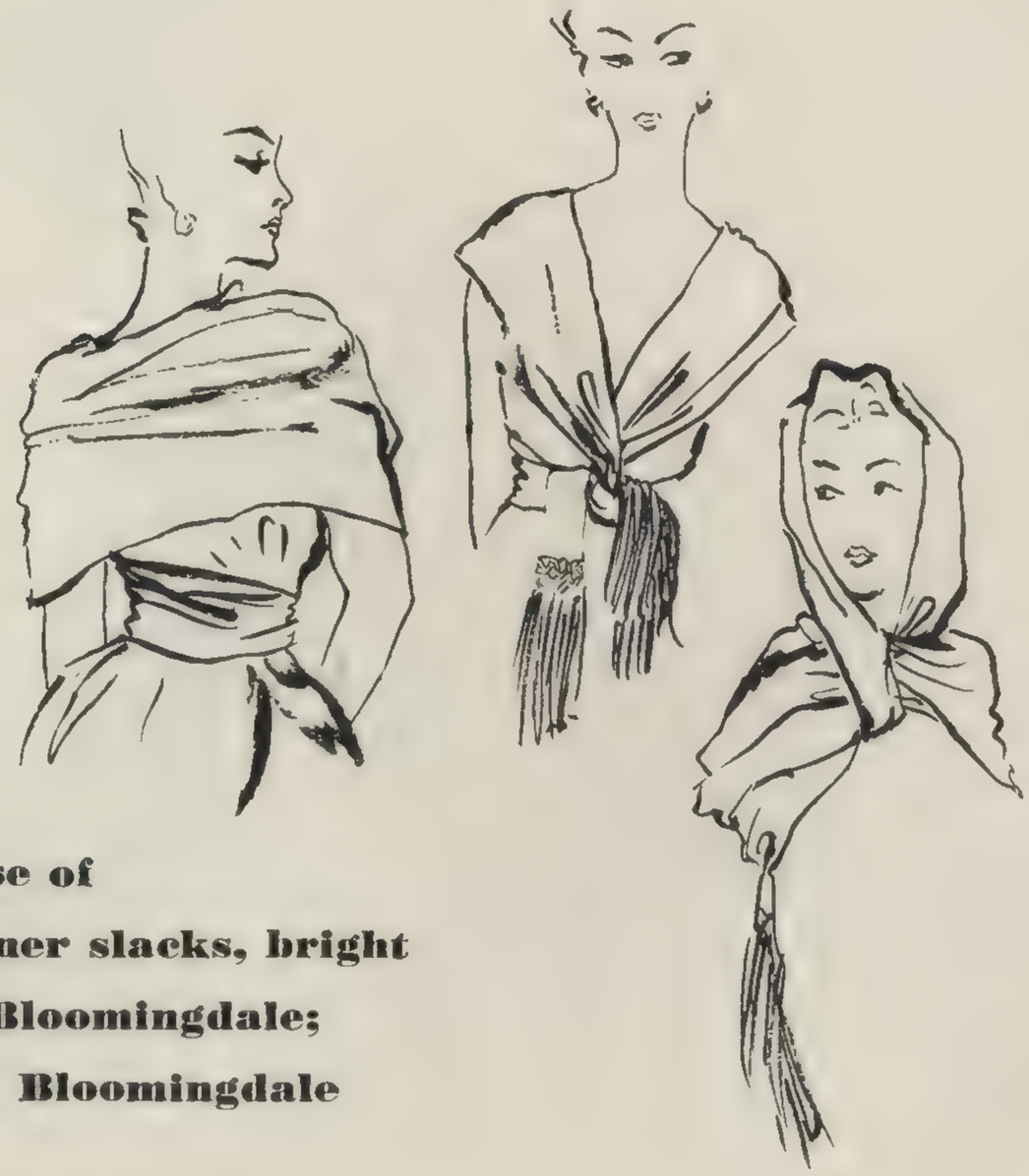
Mexican sphere of influence

LIKE a presidential carpet, the Pan-American Highway unrolls from Laredo, Texas, to Mexico City. Buses still speed along the highway, and trains and planes shuttle back from this nation to that. Painters, writers, American business bees, movie stars, little and big Government officials-at-rest are piling in.

Day after day, Americans check in at the Hotel Reforma and the Ritz. Take morning coffee with everyone else—at Sanborne's. With everyone else gather before luncheon at the Ritz Bar. Wait hour after hour for appointments with Mexico City Moguls, who are overwhelmingly gracious...unfailingly tardy. Mexicans and visitors lunch far into the afternoon. Stroll the *Avenida Madeira.* Americans buy chest-loads of silver jewellery—not to the Mexican taste—, since even the peasants prefer gold. Carry savings accounts in their ear-lobes.

Visitors admire the two faces of Mexico: the intricate icing of Spanish-French culture, with the mellow, solid, soft-pink-and-putty-coloured *tezontle* palaces; with the women of Mexico City—beautiful and with the chic of Paris. And Americans are impressed with the Mexican peasants. Their dignity, simplicity. Their impenetrable eyes. Their quiet children. With the way a peasant woman wraps herself in her rebozo, the long scarf...hat, coat, baby carriage to her.

These peasant fashions of Mexico well become our casual country summer days. The rebozo, for instance, any bright, long cotton scarf, draped as in these sketches, will be a beautiful addition to country-house dresses. The loose, linen shirt which peasant women embroider for their husbands is an interesting partner for slacks. So is the ruffled conquistador's blouse. The rows of bauble beads, the sandaled ease of the huarache, the bolero, the sombrero...all...pepper and sauce to our North American summer.



Opposite: Conquistador-ruffled blouse of Peter Pan cotton. To wear with dinner slacks, bright skirt, shorts. Carlwynn blouse, $4. Bloomingdale; Joseph Horne. Solid gold earrings, Bloomingdale

PHOTOGRAPH BY RAWLINGS

Muchas Gracias

...For the Tails-Out Shirt (left), siesta-casual. Handkerchief linen embroidered as Mexican women lavish it on their husbands' shirts. $9. Shown with slacks of a Labtex rayon twill. $5. From Mary Lewis

...For the Taxco Coat, opposite page, of Mexican hand-woven red-and-beige muslin with big, silver buttons. An all-you-need coat-dress for beach-marketing-house. $23. From Saks Fifth Avenue.

...For the black crinkle muslin, far right, designed by Elizabeth Anderson. For lunch and informal dinner—Acapulco to Atlanta. Mexican-pink felt sash. $23. Lord and Taylor. Carson Pirie Scott.

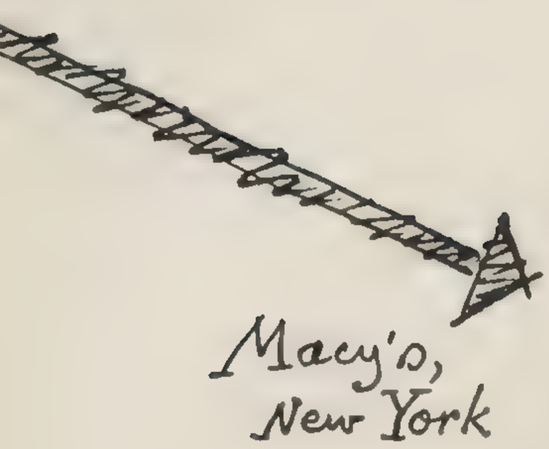
Erté

Dear Mom:
I reckon you ain't never seed before the innards of a Departmentstore
Pat Bemelmans.
UP
DOWN
COME TO
LEARN TO DANCE
RAT RID
KIL KWIK
To Hire
KWICK DEATH TO ALL VERMINT

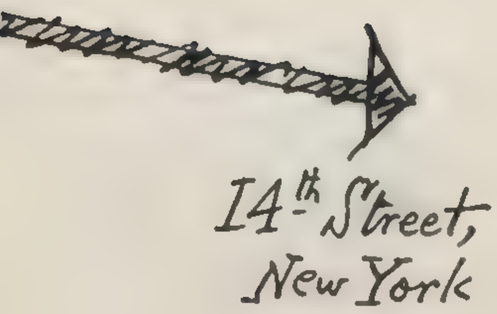
Post Card Home

by Ludwig Bemelmans

THE *prix fixe* which the railroad extracted did not include the *nourriture*, but it should have. The food was abominable, and there was no excuse for it. The fish was like a mop fried in breadcrumbs, and the baked apple had an evil complexion. At the end of the train ride, I was homesick.

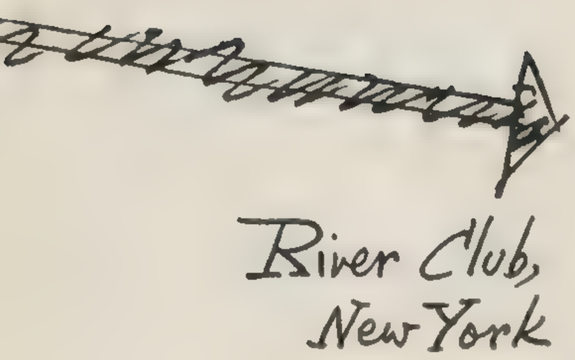


I thought of New York, of the shiny escalators at Macy's, that drag their dreaming cargoes from the heaven of reduced crystal and chinaware down past such wonderful gadgets as the Beau Geste brassière ($2.34) and the detachable pantie-girdle. Later, the taxi in which I rode got stuck in the dreariness of an underpass and some slum scenery, and I became homesick again. The only antidote is the mail. There is no one unhappier than the soldier who walks away empty-handed when the others get their letters. Don't ever chew the end of your pen or fear you bore him. You can photograph the whole town house by house...you can send photographs of his dog, his horse, his old hat...make your own post cards. The worse you do it, the more heart it will have, and don't be afraid of reaching over into the domain of silliness and sentimentality. I knew a big, tough Infantry Sergeant once, who carried a little paper-doll, made and painted by an imaginative dame named Myrtle, with the photograph of her face stuck on it, over a swatch of the dress she wore. He had it with him at all times, in a pocket near his heart, and under his pillow at night.

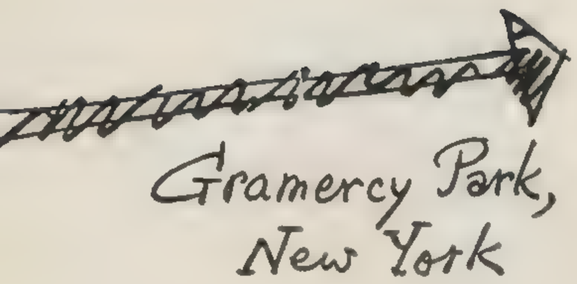


I longed for our own kind, for the composite buildings that crowd themselves around the intersection of Second Avenue and Fourteenth Street, where the resourceful proprietor of an exterminating company has realized his hate of Dictators in a picture of the Fuehrer, which is framed in bugs and beetles and resting on a pyramid of green bottles all labeled Kill Kwick and Rat Rid, the trademarked offerings of the establishment, which is right next to a delicatessen shop and under the Bridal Gown Company.

Later the barman of the hotel came to the table, on that awful day, and pointed at the clock, and said that it was one, and no more drinks were served. I saw that I sat alone except for a lonesome soldier, who was folded up in a corner in back of a glass of lemon squash, who was as depressed as I was. No one in New York had ever told me that no more drinks were being served...I have never been asked to leave any place...I have looked, as late as five in the morning, past the antiseptic jacket of Rudi in the River Club Bar, and watched the silhouettes of the heroic tankers and freighters come from the Sound—from out under the Fifty-seventh Street bridge—back from Europe, floating past the window of the bar.



I went to bed. I looked out of the window of the hotel. It rained on an equestrian statue; there was an empty pond; and not a soul, not even a policeman, was walking anywhere. Take Gramercy Park. Nowhere is the heart of a city more evident; everybody owns a dog; at all hours of the day and night, you encounter people, even poets like Frank Sullivan. In the Park is a statue, nothing martial, just an actor, surrounded by venerable trees, benches, and flowers. Again I was homesick for New York. I promised myself that I would never go to Boston again.



Boston is a city that seems strangely European. It is a good deal like London... it smells, in parts, like Marseilles. I looked out of the window of my room the next morning—it still was raining on the statue of George Washington, (Continued on page 86)

The Soft Approach **Soft lights . . . soft music . . . softly falling** dress. Time for the fresh young look of rayon marquisette (unrationed). She wears a tricolored dress with a basque top, a midriff of green faille, a red skirt. $23. From Saks Fifth Avenue; Neiman-Marcus. Simulated pearl bracelet on the girl's wrist in foreground by Marvella

The Long Look For the length of the dress and the time-limit on his glance. Unrationed cotton organdie with a gentle sweep. Cool as frosting in all-white. Spot-lighted: Dress of white cloqué cotton organdie; black velvet streamers. $30. Background: White cotton piqué bodice; piqué polka-dots on organdie skirt. $40. Bendel's Young-Timers; Jays

PEOPLE ARE TALKING ABOUT...

PEOPLE Are Talking About... The new, too-true crack: "Why do the Russians fight so well?" "Because they're the only nation that isn't afraid of Bolshevism"... Wilfred Hansford Gallienne's corollating snips from Shakespeare to fit contemporary events in his *Let Shakespeare Speak*, with such snippets as this from *Measure to Measure* on rationing: "What with the war, what with the sweat, what with the gallows, what with poverty, I am custom-bound"... The upswelling move towards religion, the sight of churches crowded, the sudden, even greater need for prayer... The phrase the aviators use before they take off, "Are you eager?"...

PEOPLE Are Talking About... Gracie Fields singing "Three Jap Planes in the Sky," a ballad in which her audiences chime in with ack-ack noises... The great exhibition of Twentieth-Century Modern from the Chester Dale Collection at the Art Institute of Chicago... Pierre Aumont, the new French movie actor, in "Assignment to Brittany," whose accent has the roll of Chevalier, and the sensual depth of Boyer... The proposals of Dr. Cyril Edwin Mitchison Joad of the University of London, who has a fine throwback solution to Britain's woman surplus—he suggests polygamy... Melissa Mason at the Ruban Bleu, who has wonderful erratic legs, equally erratic songs... The volume of Robert Frost poems, *Come In*, with running commentary by Louis Untermeyer, who whispers delicious, poetic gossip... Ed Gardner in "Duffy's Tavern," the slightly tipsy radio show, funny practically all the time...

PEOPLE Are Talking About... The facile logic of the man who, when asked why he wasn't in uniform, said, "What, with a war on?"... The new ballet, "Romeo and Juliet," with extraordinary costumes by Eugene Berman... The new, enchanting movie, "My Friend Flicka"... Ann Leighton's casual, honest book, *While You Are Absent*, with its true feeling on a subject that many women know—holding a home when the men are away at war—it has style, sensibility, and a pervading spiritual quality mixed in with pruning trees and explaining anatomy to little boys...

PEOPLE Are Talking About... The crinkling Western humour and the sweet cowboy songs of the new musical comedy, "Oklahoma!", with its star song, "The Surrey with the Fringe on Top"... The Salvador Dali show at Knoedler's, with its striking group of portraits, notably that of Mrs. Harrison Williams, painted with long, slender, bare feet, with her grey hair haloed, with a minute, extraordinary background as detailed as an ancient frieze... The song the boys sing, "Dirty Gertie of Bizerte"... Victory Gardens... "The Moon Is Down," John Steinbeck's famous fly-paper which has finally caught and convinced the critics—too stylized a novel, too slender a play, it has a robust, spontaneous life in the movies... Feeding the children of Europe... Invasion ports, the African speed-up, the cracking summer war plans...

MARY MARTIN OF "HAPPY-GO-LUCKY" (opposite)

Mary Martin, light as dandelion feathers, dances in a new musical-comedy motion-picture, "Happy-Go-Lucky." On the wings of a not-quite-tame song ("My Heart Belongs to Daddy"), she first was wafted to success. Now she stars in an extravagantly ornamental film, complete with calorific Trinidad settings, aphrodisiacs, Calypso, and Rudy Vallee. (The dream of a dress was designed for Miss Martin by Valentina.)

PHOTOGRAPH BY HORST

Women in New Jobs

PHOTOGRAPHS BY BALKIN

Neysa McMein and Alicia Patterson . . . the first women comic-strip artists

Together they have created the comic-strip, "Deathless Deer," the adventures of a reincarnated Egyptian princess; now the strip has some 8,500,000 readers. While Miss McMein does the drawings, Miss Patterson writes the script. (Miss Patterson, publisher and editor of Long Island's *Newsday*, is the daughter of Joseph M. Patterson, publisher of the *New York Daily News*, and the wife of Harry F. Guggenheim.) Although Miss McMein has been famous for years for her magazine illustrations, for her pastel drawings, she has taken to comic strips as a duck takes to drakes.

Isabel Roberts: Curator-in-Chief of the Brooklyn Museum

She took over the directorship of this great Museum when her husband resigned to become a Lieutenant in the Signal Corps. Now the overall administrator, Mrs. Roberts first came to the Museum straight from Vassar in 1933, worked in the Education Department, knows the Museum thoroughly. Her time these days is spent mainly setting up War Activities Exhibitions, which range from ceramics by soldiers to the new important June show of all kinds of wartime clothing. Here she is shown with a costumed figure in the Museum's Latin-American exhibition.

Katherine Brown: the first woman Vice-President in the film industry

Executive Vice-President of Hunt Stromberg Productions, Katherine Brown, on the opposite page, is shown previewing rushes of the new movie, "Lady of Burlesque," starring Barbara Stanwyck and Michael O'Shea. With her cash-register brain, her prophetic movie sense (she first tested Katharine Hepburn, Ingrid Bergman, bought "Rebecca" and "Gone With the Wind"), she has long been part of the movie world. But she works in New York, lives with her lawyer-husband and her two young daughters.

→

THE MAINE

Aroostook to Kittery, they're alike. Lean people, spare of speech, with imagination grown inward. (The trees along the coast are mostly roots.) People with integrity, stinging humour; an echo of it caught here by Keith Jennison, who has compiled, with many George French photographs, the forthcoming book, "The Maine Idea."

My sister and I ain't really lonesome out here.
We got each other to talk to,
but we need another woman to talk about.

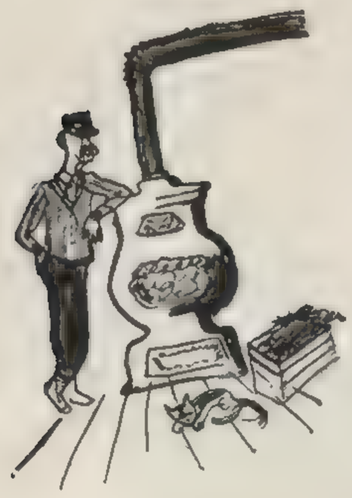
Is it far to town?

Well, it seems farther than it is,
but you'll find out it ain't.

My cow may be having a calf by your bull,
Mr. Madison...
but it ain't as though anything had been stole
that could be returned.

Lew Franklin says he'd knock them crazy ideas out of his son, if he knew where to hit him.

IDEA...



You don't have to be crazy
to live this far from anywhere...but it helps.

Get off your land? What makes it your land?
I got it from my father. He got it from his father,
and his father fought the Indians for it.
All right, Mister, I'll fight you for it.

You say you want a round-trip ticket, where to?
Back here.

The first winter up here you don't
believe what others tell you...
The second winter you don't believe
what you tell yourself.

My goodness, 'way out here in the country,
whatever do you people do in the winter?
We don't.

WHAT'S IN

[EDITOR'S NOTE: *Gladys Bronwyn Stern has written plays ("The Matriarch"), novels, motion-picture scripts, reviews, short stories—all of them lavishly personal without being nudgingly intimate. This gentler G.B.S. of English letters was born at the peak of a London Season, and her pre-war life was consistently gala: see "Monogram" and "A Lion in the Garden"—two books of memoirs, essays, calumnies, jokes.*]

NOWADAYS, our mailbag is eccentric and exciting as it has never been before. In my quiet English village, war-change began early with the morning arrival of the ex-baker who emerged willingly from retirement, to take on the young postman's job, and greatly enjoyed resuming his daily chat at everyone's backdoor. From old habit, when we saw him, we held out our hands for bread; and indeed, the mail *is* giving us the sort of nourishment for which we crave, more than vitamins.

In pre-war days, we had two schools of behaviour in receiving letters. Either we pounced and tore at them in a frenzy (the wild-animal-in-the-Zoo school) or, if attached to the opposite school of method and deliberation, result of phlegmatic temperament, good conscience, and good digestion, we sifted through the packet very slowly, twisting the envelopes about, examining the postmark, the date, the stamps, the crest or seal at the back; speculating aloud: "Now who can *this* be from?" Now that life is one long paper-chase, though we may all prowl round the outsides if we have time, we may certainly *not* rend and tear the wrappings; for they represent a legitimate way of acquiring secondhand paper for our own use or for valuable salvage. So we hail our correspondence with pleasure if in decent condition, and by exclamations of frank disgust if tattered.

THAT habit of tearing at letters is terribly difficult to break; my secretary has cured me of it by tactfully putting next to my plate at the breakfast table a small fruit-knife, inscribed: "*Buffet de la Gare de Lyon,*" a valued legacy from an old Aunt who, I am afraid, must once, long ago, have passed through Paris! And with this I delicately slit open each envelope, murmuring to myself: "Patience! Patience!"

We have to readjust, also, that quaint, old-fashioned method of summing up the contents by the outward appearance. And indeed, our most elegant friends who, in the past, selected aristocratic paper and thick, square envelopes with deckle edge, fastidiously embossed with

THE POST FOR ME?

"We in England long for letters crammed with irrelevant matters"

By G. B. Stern

motto and crest, will now "seek no new," but probably write to us in one of those cheap, oblong, "bill" envelopes, yellowish, much bandaged, with "local Sanitary Inspector" or "Gas Light and Coke Co." printed on it and crossed out (or not crossed out) to give us a hundred unnecessary pangs of alarm or guilt before we recognize a familiar handwriting.

THEN, examining the envelope more closely, we discover that we can peer through the war-economy label and see a name and address underneath, and perhaps even, by keen detective work, the original name and address buried under that—a fascinating palimpsest. That long, legal-looking envelope, which invariably announced a legacy in all the best old-fashioned novels, now only appears in our mailbag because the sender had himself received a letter from a previous sender who had a letter from his mother who had perhaps just heard from her lawyer! Do you remember Hans Christian Andersen's lovely story about a shilling, from the day it was minted, till, worn out, it passed from circulation? If he were alive now, he could write a magical Odyssey in the same style, but with an envelope instead of a shilling in the leading rôle.

Yet on the contrary, and as it were out of sheer perverseness, some thrifty people seem suddenly to have acquired a reckless spirit and toss forth bright new envelopes that gleam with an unnatural light among their shabby comrades. Once beyond the intoxication of an outer wrapping, however, they revert to the strictest economy; and indeed, most of my correspondents feel as I do, that few crimes, nowadays, can touch the sheer wickedness of starting a fresh page simply for the sake of adding a few chatty remarks; so their pens crawl 'round and 'round the pages already used, and you follow them sideways, upside down, and in-between the address, which, ninety-nine times out of a hundred, is now amazingly complicated compared with our settled homes of old days; and highly alphabetical, with ranks and offices and numbers; copying them out painfully.

We sigh for the gentler times when it was a simple M.D., M.P., J.P., or R.A. and when our friends lived in houses called, pleasantly, "Cumfyhome" or "Cosy Nook," "Kenilworth" or "The Laurels." A daily paper summed up this state of affairs with delicious irony, in a cartoon which showed an infatuated soldier with his arm round a coy girl friend (also in uniform), and the caption: "Another thing, Miss...I think 5767270 is such a *pretty* number."

This very morning, to console me, an American mail brought me a magical address: Pacific Biological Station, Departure Bay, Nanaimo. From this unknown reader, many thousand miles away, came some delightful, detailed information about a little flower that fable calls "Dane's Blood," mentioned (in the wrong context) in one of my books. It is a curious effect of war upon one's psychology, how one longs for just those letters that contain details on irrelevant matters, instead of great, marching facts with important tread (for these reach us from the newspapers and on the wireless and in speeches), but letters from a Pacific Biological Station with the intimate lowdown on the European pasque-flower (*Pulsatilla-pulsatilla*) are oddly what we require to comfort us in darkness and bewilderment.

Yes, certainly, letters and parcels from America, or from anywhere far off, are certainly just what the doctor ordered us, on this island that at moments of the last three years has never in all its history felt more island: "a piece of land entirely surrounded by water." A few months ago, I had a letter from a Sioux artist, diffidently enclosing a portrait of myself, half imagined, half photographic, wearing Sioux costume and head-dress, and accompanied by a note telling me of my nickname in his language and exactly how to pronounce it.

I TOOK this as a cheery sign of universal drawing together by a million tiny threads, more than ever welcome in a mailbag bound to contain too many dry forms to fill up for purposes of classification and restriction—necessary in wartime, but not nearly such fun as one's nickname in Sioux. We need a lift of the spirit when we can get it; a flash of the kingfisher's wing; the ironical twist of a carefully registered twopenny bar of chocolate, spared from a friend's ration, whose writing on the parcel used to mean an especially costly present (naturally my letter of thanks was almost hysterically grateful)

Values are upside down, and our wild delight when a Bond Street jeweller's little box, with its well-known imprint, opens to reveal a goose's egg nestling in cotton-wool would be matched by black wrath if a box labeled "EGGS" should prove to contain only a diamond-and-ruby necklace. That big cardboard box with the name of an expensive *couturier* still stamped with his haughty signature across the lid, among (Continued on page 96)

Gracie Allen writes

With all my love,
and don't worry about
clothes rationing...

"As I said to the members of the Beverly Hills Uplift Society, rationing isn't likely, and anyway it could never stop us women from looking glamorous. They took our nylon stockings, but we still managed to have attractive legs. They took most of our shoes, but we still managed to have smart-looking feet. And when they took our girdles, we had even *more* to show for it.

"With skirts getting shorter and shorter, and materials getting thinner and thinner, we women are doing a sort of national 'strip tease.' But I don't worry about it—no matter how much of our legs they make us show...I say the men will *still* look at us.

"While we're on the subject of legs. I think it's silly to get panicky just because there aren't any nylon stockings. Grandmother didn't know what a pair of nylons looked like, but she got grandfather. Still, you must remember that grandfather didn't know what a pair of legs looked like. My girl friend, Tootsie Sagwell, has given up looking for nylons. She wears the new liquid stockings. But poor Tootsie had a terrible experience the other day. She got her leg caught in the bottle. The whole thing was probably a waste of time anyway, because girls never fool the public when they paint stockings on their legs. They always forget to paint the seams on crooked.

"I feel sorry for Tootsie—she's tried so hard to get a husband. It makes me realize how lucky I am to have George. Mother didn't want me to marry George, but I'm awfully glad I did. It showed I had a mind of my own and wasn't swayed by public opinion. George tried to console mother. He told her not to feel that she was losing a daughter, but gaining a son. But mother said in his case she'd rather feel that she was losing a daughter. To this day I think mother is still just a teensy bit sorry I married George. (She has worn black since our wedding-day.) Ah! Our wedding-day! I'll never forget it. How well I remember running down the church steps while the crowd threw rice and shoes at us. I'd give anything to re-live that day! Believe me, this time I'd stop and pick up those shoes!

Then came our honeymoon. Two weeks of paradise with just the three of us—George and mother and me. After the first week, George said if mother didn't go home he'd jump out of the window. I was awfully worried, but everything came out all right. No bones were broken. George has promised me a second honeymoon, and, this time, he insists that he's not going to buy a (Continued on page 99)

RAWLINGS

SATIN-AND-NET GOWN, BERGDORF GOODMAN

MRS. GEORGE BURNS (Gracie Allen) is a dazed—but devoted—Wife & Mother, Radio's prettiest dizzard, and acknowledged arbiter of the Asylum-Wagon Set. Actually, Mrs. Burns is crazy like a fox

Made-to-Order: ONE GOOD LONG-LASTING PRINT

1

2

3

HORST

4

6

5

PRETTY prints should have staying-power. These are custom-made...with the care and conviction of your very best town suits.

1. White tulips, blue and pink leaves on silk. Redingote (not shown) cut to look like a bolero suit. All; Herman Patrick Tappé

2. White daisies on navy-blue silk. Frosty bow. Two-piece dress by Madame et La Jeune Fille. Blue-and-white straw hat. Annas'

3. Print with interest; cut with care...black ripples on white rayon crêpe. Chez Ninon dress. Straw hat; pink daisies, by Edward Paine

4. Deft in cut and detail. Black dots on blue rayon linen. Chez Ninon suit and blouse

5. White on blue rayon crêpe. Quilted jacket stitched and lined in red. Milgrim Original

6. Black, pink, white checks on silk; Harry Collins. Pink straw hat; Edward Paine

• Earrings, clips, bracelets, and compact: Trabert and Hoeffer, Mauboussin

BLACK MARKET IS SABOTAGE

Ten points for the cheats who still try to justify their Black Market buying—ten points for the simple who think Black Markets are "just like Prohibition"

By Evelyn Hitt and Sylvia F. Porter

"WOULD you please give me the telephone number of the Black Market for meat I've been hearing so much about?" a pleasant-voiced woman asked the District Headquarters of the Manhattan Office of Price Administration.

Most of us are more knowing about the Black Market than that, though some of us refuse to understand the significance of black markets, of spree-buying, and their inevitable end—inflation.

What Is a Black Market, and how can I be expected to recognize one?

A black market is a bootleg market—where people who are "long" on cash but "short" on ethics, can buy scarce and rationed goods from racketeers at above-legal prices. And black marketing is illegal buying or selling of a controlled product.

From Coast to Coast, in every city and in every town, black markets are flourishing now. You usually can recognize one:

If rationed items are offered with no demand for ration stamps or in quantities larger than the ration stamps would allow.

If the seller charges more than the ceiling price.

If the meat dealer can not show the slaughterer's permit number, the U.S.D.A. grade stamp, or another authorized grade stamp on the wholesale cuts.

If the ceiling prices aren't posted where you can see them.

When you discover a black market, it's not enough simply to avoid it. You should report the seller immediately to the Chief Attorney of the Office of Price Administration in your district. Your nearest War Price and Rationing Board can give you the address. Both buyers and sellers in a black market are liable to high penalties, ranging up to $10,000 fine and/or a year in prison.

What's the difference between dealing in a Black Market today and buying liquor during Prohibition?

That's a fair question, but the answer should silence argument forevermore. This isn't the era of the 'Twenties, when having a bootlegger was considered "smart," and patronizing speakeasies was sufficiently dangerous to be exciting. This time it happens to be war.

Lives—food for our Armed Forces and Allies and war workers, not highballs before dinner—are at stake. Our battle is against a rising cost of living, through proper distribution of rationed foods and other articles. The major issue is not a case of gin for cocktails. And a nation's health—measured in terms of meat and butter and vegetable supplies, not in the language of the "morning after"—is involved. Just think of 1929 and 1943, and you'll see the only similarity between the two markets is that they're both rackets.

What's the harm of buying in these Black Markets?

FIRST and obviously, you're violating the law, risking that terrific fine and a prison term. Second, you're cheating your country and yourself.

Blunt and harsh though that may sound, black marketing does defeat the whole purpose of Government price and rationing regulations...because you take someone else's share, you help create scarcities where none should exist, and, therefore, you encourage rising prices. Third, you are supporting a new gangsterdom, which is expensive (we're still paying jail-board for Prohibition's racketeers). It is also dangerous in wartime. And finally, black market foods are not inspected, so you risk eating meat, for example, infected with tuberculosis or trichinosis.

But what if I buy only expensive luxuries in the Black Markets?

That doesn't hold at all, for when the prices of luxuries (non-essentials) soar, prices right down the line tend to follow the upswing. In the words of the price authorities, "Control has to go from top to bottom, or it can't work at any place." The Government's rules can't apply only to the poor. Besides, just what is your definition of a luxury?

You may decide silk stockings are luxuries, manufactured only for legs like yours. Maybe some day you'll consider fresh spinach a luxury for your delicate taste. Define luxury—and then justify any statement that you are harming no one when you violate the law to obtain a controlled product.

Why shouldn't I stock up on unrationed goods? I'm saving for the future

WELL, primarily because when you do so, you are buying *abnormally* and, thus, upsetting all previous calculations on supplies and demand. Our whole system is based on estimates of what you and I normally buy, and, when we stock up, we make a mockery out of those carefully worked-out statistics. Sudden scarcities appear, and prices begin to rise because there is a greater demand than supply. (You know how it is at an auction sale. This is the same idea.)

To deal with this unexpected situation, the Government puts out another ration order. And you're up against more control—just because you didn't obey the basic rule of "Easy Does It," and maintain your buying at a normal, sane level.

But surely it was all right not to declare my small stock of extra canned food?

No, it wasn't. Omit the legal angle for the moment and let's consider ourselves as two out of 135,000,000 Americans. Say you stored away a half-dozen cans; I did, too, and so did 1,000,000 like us. That's 6,000,000 cans! Enough to throw out any estimate and create a serious shortage, affecting not only us, but our soldiers and Allies, as well.

You and I have an infinitesimal temporary advantage, yes—but it's an advantage only over the people who were too patriotic or too poor to lay in a little surplus supply. I wouldn't feel too good about it. Do you?

But if I don't hoard food, my family will be undernourished—may even starve

Nonsense. A basic, self-preservation sort of fear has been stirred in many of us by panic-creating headlines. What we need is a (Continued on page 98)

HORST

Summer in Surah—in a shirt and skirt like this.... Looks like a one-piece dress.... Nice for town and country days.... Made with Clarepotter's clear eye for detail. Plaid Enka rayon surah; $60. From Bonwit Teller; L. S. Ayres. Tussy's "Jeep Red" lipstick. Kislav gloves

BARBARA GOULD'S "RED DASH" LIPSTICK

Shorter Nights Short, bright dress for long, light evenings—striped skirt, bare black top. Everfast rayon, $18. Bow shawl, $6. Mesh stockings. Mexican air in the beads. All from Lord and Taylor. Dress and shawl: Carson Pirie Scott; Rich's

Water Babies that can work, play, live in a tub, and brighten your life

WHAT is as much a part of the American landscape as red barns? Clothes-lines. They flutter from the windows of the Bronx to Telegraph Hill...in the backyards of farms and courtyards of summer houses. This summer, over the wall on the other side of the Victory Garden, her overalls will billow out like a wind sock, next to the organdie evening dress she wore the night he came home on leave. It can happen in America! Read between the clothes-lines. They have a tale to tell.

NEW ON THE CLOTHES-LINE: This summer, as never before, you'll want clothes that are washable and workable. Nuisance-proof, time-saving clothes that are easy to slip into and out of, to wash, to iron, to look at. On the following pages, we give you clothes for clean living and a life of more ease...dresses and suits that you can buy or make for yourself...dutiful for work and beautiful for any midsummer's night scheme.

WORKABLE-WASHABLES: Dresses that are on your side! That work with you, play with you, hurry with you, and look like you if you want them to. They open up on a clever button system (page 63) and take their ironing lying down. They have little cap-sleeves to take the drudgery out of ironing, to air-cool you. Pin-neat-pretty in cotton or rayon checks or stripes; blue denim (page 64), flower-printed cotton, sun-yellow shantung. Or make a summer suit with an all-season look; stripes or plaid (page 71).

FOR LITTLE FLUTTERS OFF THE LINE: All life can't be spent on the assembly-line, the hospital, blood bank, canteen, or washtub. And bright is the woman who can look pretty as a flower on her off-duty hour. Maybe she wears the moonlight organdie (page 45); or the pink cotton blossom dress (on the cover); or the white, white lace-paper doily dress she made herself. Anyway, *he* thinks she's pretty, which *is* the point!

WATER BABY TOYS: Ever thought of washable accessories? Hats, shoes, pearls, gloves? Simulated pearls (page 63) can be washed in lukewarm water and suds, but it's safer if you wait to give them their baths when they're all unstrung! Panama hats can be mopped clean with a damp sponge. Doeskin and cotton gloves don't care how often they're ducked. Fabric play-shoes and sandals like to be scrubbed.

TUB TOPICS: 1. While there's soap, there's hope. 2. If not sure about a dress, send it to a good laundry, but have pity on the war-rush business they do. 3. Don't give up your denims when you find oil on them. Rub a little kerosene on the spots, wipe with a paper towel, and wash. 4. Use mild flakes on delicate clothes; little soft brushes on collars and cuffs. 5. Time-limit on bundling of damp clothes—two hours. After that, what they do is mildew. 6. Between washing and ironing, give your clothes a fling in the fresh air. If any one ever smelled wind and sun, he smelled it on clean clothes.

SIX PAGES OF WASHABLES FOLLOW

HORST

BETTY AND LENORE WADE, TWINS, FROM THE CAST OF "HARRIET"

A CARLWYNN DRESS; BLOOMINGDALE'S; B. FORMAN

Everything here leads a clean life, with a clean thought in common—water! Dresses and gloves are Luxable. Hats can be mopped with a sponge. Simulated pearls can be washed, but should be restrung after washing.

THIS PAGE: First; pin-neat stripes in beige-and-white spun rayon. Shirtwaist button system and cap-sleeves for easy ironing. $13. Second: Red-and-white checks in cotton and rayon seersucker. All-the-way-down button system for quick, easy dressing. $18.

OPPOSITE: Blue and white stripes. Cotton dress on 3-button system. Easy to wash, to iron, to wear. Lies flat on an ironing-board. $8.

Hats, Dobbs. Gloves, Kislav.

Simulated pearls, Richelieu.

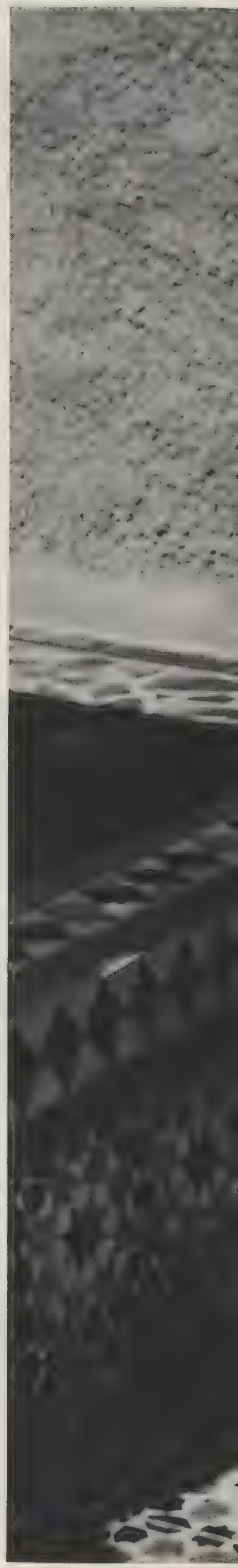
Equipment: Hammacher Schlemmer

HORST

DRESS: ALTMAN; RICH'S, ATLANTA

DRESS: COTTON SHOP; J. W. ROBINSON

UNDER



Bare arms... Bare backs
dresses under $20 for you
who are under twenty years

EASY TO SLIP INTO
EASY TO WASH

Scene: Terrace in the country. Time of year: Summer. Cast of characters: You who are young. Costumes: Cotton piqué, denim, and rayon shantung...sleeveless as shifts your grandmother wore. Washable as soap. Cleanly cool. Prettiest ventilating system we know.

First: Brief and pretty as a little girl's pinafore. Cool as rain for a summer afternoon, this sleeveless blue-and-white flower print of Everfast cotton piqué. $11. Peck and Peck.

Second: Denim for work or play...in faded blue, with a bare back and a cross bodice buttoned in pink. A Claire McCardell design. $9. Lord and Taylor; I. Magnin; L. S. Ayres.

Opposite: Sun-yellow dress of Cohama rayon Shantussa...cool change when the gardening's done. Low, round neck softly-gathered. Under $10. Best; I. Magnin; Thalhimers

TWENTY...

HORST

COTTON BLOSSOM COLOURS

Pink as the pink of cotton blossoms—
Tiered and ruched like a Civil War belle's.
Everfast cotton dress, raffia belt; $17

Cotton Blossom fashions—confederates
of Old South's "Cotton Blossom" beauty preparations **(see page 95)**
Above: Printed white Bianchini Fiberset rayon crêpe; $40

More pink. Pink linen with a shaped bodice, low, wide neck-line, $30. Mandarin straw cart-wheel, under $16. By Jeanne Tête

Pretty pastel-and-white print like a Plantation Coverlet pattern. Mallinson's Copacabana spun rayon, $18. Hand-sewn, double-woven cotton gloves by Wear-Right

• *All dresses at Bonwit Teller; I. Magnin; Marshall Field; Jordan Marsh; L. S. Ayres; Vandervoort's; Neiman-Marcus. For other shops with Cotton Blossom clothes and beauty preparations, see page 18*

Bright flowers on cotton batiste. Echo scarf. $3. Lord and Taylor

Plastic soles which outwear leather, grained-calf Oxfords. $8. Saks Fifth Ave.

New pocket decoration—ruby watch clipped to lacy handkerchief. Bergdorf Goodman

HORST

Carry your week-end share with this pair. Hat-box and shoulder-bag of red leather. Arthur Gilmore

Auxiliary

No coupon needed. Brown or white fabric sandal. Under $5. Daniel Green

Alligator-lizard shoes by Newton Elkin.
Well worth Coupon 17. $19. Lord and Taylor

Stocking news—dots on white cotton. $1.50. Lord and Taylor

Details

Pink cotton shawl, dress. Claire McCardell design; $16.
Sequin earrings by Sandor. Both at Lord and Taylor

HORST

Navy-blue felt Koret bag, red-leather-lined. $30. I. Magnin.
Wear-Right cotton gloves. $4.50. Both, Bonwit Teller

BAKER

Natural Madagascar straw pouch. $5. Henri Bendel

Nina Wolf's jewelled shell clip. $10. Bonwit Teller

HORST

BACKVIEWS AND SIZES OF THESE DESIGNS, ON PAGE 86

DESIGN NO. 9692

SEWING COTTON

8 Vogue Designs for Dressmaking

If sewing is one of the At Home things you've elected to do—and it may well be—you might start with cotton. It folds easily. Cuts clean. Holds onto bastings. Is the Novice's Helper.

For these city-country dresses and little suits, choose a plaid gingham, piqué, chambray, poplin, or any of the other fabrics with this fresh, immaculate quality: frosty linen, shantung. All tailor beautifully. All are particular blessings in town on the hottest hot days when you must stay by your job, your welfare work. All will come back from your hand laundry sweet and fresh and willing.

Supplementing your wardrobe with sewing is—in its own satisfying way—like putting in a Victory Garden. A fine channel of expression, of giving your taste a third dimension. Sew then...and reap.

(TOP TO BOTTOM)

Design No. 9733. Try this button-front dress in cool grey-and-white polka-dot cotton...or a pastel linen-weave spun rayon. You'll like the big pockets...belted fullness in back...its open approach to an ironing-board.

Design No. S-4471. Beautifully detailed city-country suit especially nice in pink-and-black checked gingham...pink chambray dickey. Masterful insertion starts as yoke...becomes a figure-delineating panel.

Design No. 316. Particularly good version of the fly-front dress. Attractive in pink linen...tabbed, saddle-stitched...wine belt.

Design No. 9727. Two-piece suit-dress particularly effective in clan plaid gingham. Its jacket has a mild, hip-diminishing peplum.

Design No. 9696. Excellent as a striped seersucker suit-dress, but a style which can be as formal as its material. An inserted belt...straight, gored skirt. Easy to wear..."Easy (very) to Make."

Design No. 9734. Think of this simple, smooth-lined sports dress as white-skirted, navy-topped. Three pleats in the front of the skirt, none in back. You can wear the skirt with a striped lisle shirt.

Design No. S-4470. Designed as a cool shantung suit. Its pockets fold over like pocketbook rolls and button down handsomely with tortoise-shell. Particularly good in black shantung. Slim-but-easy skirt.

← **Eyelet for Needles.** This is Design No. 9692...urging white white for night. White piqué perforated and decorated, and lacy as a doily. Cut with all seriousness into a slim suit-dress. Crocheted buttons. Outside seams carve in the waist. Wide revers widen the shoulders. Wear it with wrist-length white gloves and flowers in your hair.

WRITE TO VOGUE FOR KNITTING INSTRUCTIONS

Here is rewarding work for your needles—both knitting and sewing. 1. Navy-and-white striped knitted wool pull-over, knitted dirndl skirt. 2. Ribbed white wool turtle-neck sweater. Wear it with the sleeves pushed up, casually. Dirndl skirt in motley plaid gingham, Vogue Design 9700. 3. The new short-cut sleeves in a black knitted wool sweater that buttons down the back. The white piqué fly-front skirt of Vogue Design 9488

Knit the Top...

LUIS LEMUS

BACK VIEWS AND SIZES OF SKIRTS, PAGE 86

Make the Skirt

New to knit is the soft tuck-in blouse with feminine details like little bows at the neck-line and lacy frills. Wear them with skirts and with suits, too. 4. Bow-blouse, hand-knitted in soft mimosa-yellow wool. The stitch simulates fine tucking. The pleated shantung skirt is Vogue Design 9467. 5. As feminine as organdie and lace, a sheer white wool knitted blouse which has lace-like frills. The slim black linen skirt is Vogue Design 9405

WELL-MANNERED BLACK

LUIS LEMUS

ALL JEWELS, VAN CLEEF AND ARPELS

THESE black dresses and suits are like beaux with nice manners. Take you wherever you like. Full of compliments. Exciting or quiet, depending on you. Both—indispensable.

1. Nice summer suit of rayon faille; $40. Pale pink waistcoat; $14. Bendel's Young-Timers.
2. Feminine, pretty bow-dress with slashed pockets. $50. Jay-Thorpe.
3. Rayon-and-wool faille suit; $85. Kraus Original. Bonwit Teller.
4. More bows. Enka rayon crêpe afternoon dress. $40. Milgrim.
5. Capelet-sleeved soft rayon sheer crêpe. $35. Saks Fifth Avenue.
6. Rayon moire bolero suit; $60. Blouse; $30. Bergdorf Goodman.
7. Mandarin silhouette. Buttons back and front. $35. Russeks.
8. Sheath dress...mermaid flare. Enka rayon crêpe. Rose Barrack design. $35. Bergdorf Goodman
9. Return of the almost sleeveless sheath. $35. Bonwit Teller.

Lunch, Gentlemen, please . . .

The simple food and short menus, the rules and the basic philosophy, for a lunch party of busy people—and ten recipes to experiment with

By MARY SARGENT POTTER

[Editor's Note: Mrs. Nathaniel Bowditch Potter lives in New York, but she's rooted as solidly in Boston soil as the trees in the Arnold Arboretum. Her husband was one of New England's best surgeons; her father, Harvard's great Professor of Agriculture, Charles Sargent, founded the Arboretum; her cousin, John Singer Sargent, gave Boston its firmest grounds for claiming to be Hub of the Artistic Universe. Tall, grey-haired, with a voice that keeps its Back Bay flavour, Mrs. Potter works tirelessly for the Red Cross. But she finds time, even in wartime, to plan her luncheon parties, which already have become a New York legend.]

YES, at lunch I cater to men. It must be an instinct born of habit, because the men of my family have always lunched at home. That relentless and methodical worker, my New England father, arrived from his Arboretum precisely at one o'clock, and departed exactly at two. My husband, also unremitting in labour, came when he could, ate what he had time for, and left for the continued high pressure of his chosen profession. As a natural sequence, three general rules about lunch took shape in my mind: (1) The hour must be early. (2) The lunch must be short. (3) The food should be good, simple and light.

As to Rule 1.... Workers usually start their day early. By one o'clock, they begin to feel fatigue, hunger, and the desire for a brief respite from intense concentration. The conventional one-thirty lunch prolongs work and increases fatigue unduly, the afternoon work session is shortened, possibly entailing hurry, and the day becomes unbalanced. Just now one hears a great deal about obtaining maximum production through scientific control of rest and food periods. It has been proved by experiment what every woman knows by experience: that something to eat before the onset of extreme fatigue raises both productive output and moral satisfaction. So I commend lunching at one, or at latest one-fifteen, rather than the time-honoured one-thirty, which often means close to two.

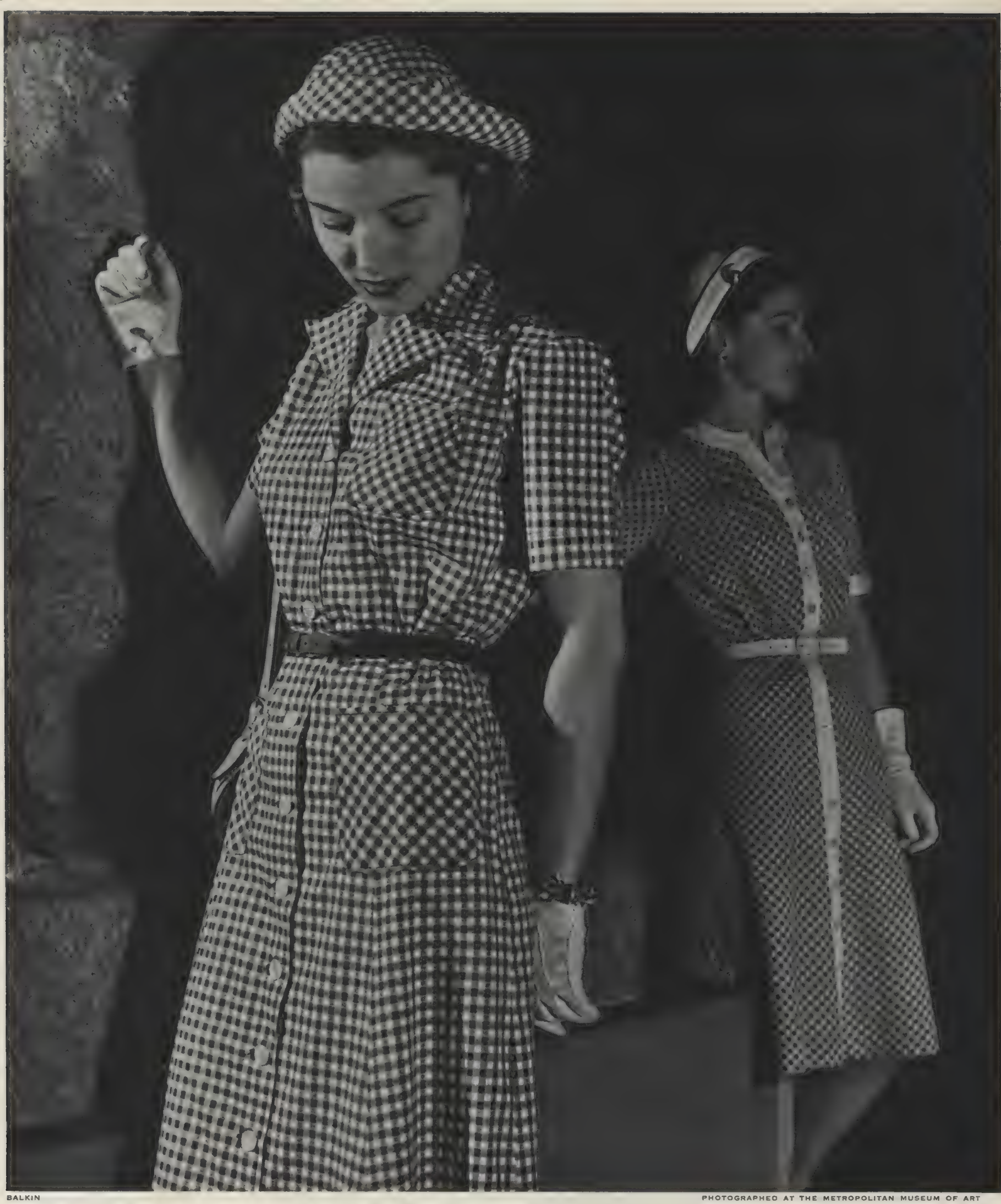
Rule 2 is equally vital, for if men are to take pleasure in lunching with you, they must feel unhurried and relaxed for the hour or hour-and-a-quarter they spend under your roof. There must be no urge to pull out a watch nervously, or to pull their attention back to the conversation when it is already occupied with their waiting office appointment. If they leave your house with the sense of leisure you have tried to create, refreshed in spirit and body, they may cast a backward thought of pleasure and appreciation. But if, alas!, they are harassed by being late, or if they feel too inert from a big meal to be active and ready for work, that horrid resolution "never again" may float through their mind. Three courses should be the maximum: an omelet or other egg dish, a light meat or fish, and dessert. Contrary to common opinion, I find men like a sweet, as long as it is not too rich and cloying. Omit the old-fashioned bouillon and salad courses; or make your first course a cup of good soup, hot and hearty for winter, liquid jelly for summer—and serve a salad instead of one vegetable with the meat.

In wartime, I believe we should reduce lunch to two courses. Who could want more than a wonderful hot stew, (Continued on page 89)

Mrs. Nathaniel Bowditch Potter in the yellow drawing-room of her sunny, flower-filled apartment in New York

NYHOLM

Above: The circular, rose-pink dining-room, with white niches, white plaster statues, and round, pink-damask-covered table. Left: Another view of the drawing-room, full of small-scale French antiques and with a wide mirror to give an effect of space



BALKIN

PHOTOGRAPHED AT THE METROPOLITAN MUSEUM OF ART

Check Cotton

You'll wear such checks all summer in the village, and into town when it's shimmeringly hot. First: brown-and-white check chambray American Golfer dress ($9); Kislav gloves; Best. Second: red-and-white Queen Make gingham ($8). Vandervoort's. Hats from Sally Victor

A FISCAL YEAR OF BEAUTY

Just what is the tax on beauty—figured in cosmetics? Depends. Depends on the kind of skin you have—whose products you use. But we thought you might be interested to know how one beauty house figures a fiscal year of beauty. This is Princess Gourielli's Pay-As-You-Go-Plan, calculated on a quarterly basis. (The Princess Gourielli skin-care and make-up preparations: at Bergdorf Goodman; I. Magnin.)

Normal skin

CORRECTIVES

1 Cleansing Emulsion @ $3.00	$3.00
2 jars of Active Ozone Face Cream* @ $2.00	4.00
1 Herbal Astringent @ $3.00	3.00
1 Treatment at Gourielli Salon	3.50

MAKE-UP

1 Ermine Foundation (6 months) @ $3.50	1.75
1 Lip-Rouge Stick @ $1.50	1.50
1 Eyeshadow Stick (1 year) @ $2.00	.50
1 Moistureproof Mascara (6 months) @ $1.50	.75
Quarterly period, 3 months	$18.00

*This night cream releases nascent oxygen

Adolescent skin

CORRECTIVES

2 jars of Sulfo-Collodio Face Cream* @ $1.50	$3.00
2 jars of Emulsion Soap @ $1.50	3.00

MAKE-UP

1 Lip-Rouge Stick @ $1.50	1.50
1 box of Moonlight Mist Powder (6 months) @ $3.00	1.50
Quarterly period, 3 months	$9.00

*This cream contains sulphur—a good corrective

Aging skin

CORRECTIVES

3 jars of Estrolar Cream* @ 2 jars for $10.00	$15.00
1 Cleansing Emulsion @ $3.00	3.00
1 Skin Exercise Lotion (6 months) @ $4.50	2.25
1 Herbal Masque	4.00
1 Corrective Treatment at Gourielli Salon	10.00

MAKE-UP

1 Ermine Foundation (6 months) @ $3.50	1.75
1 box of Moonlight Mist Powder (6 months) @ $3.00	1.50
1 Lip-Rouge Stick @ $2.50	2.50
1 Eyeshadow Stick (1 year) @ $2.00	.50
1 Moistureproof Mascara (6 months) @ $1.50	.75
Quarterly period, 3 months	$41.25

*This night cream contains Biocine, an estrogenic substance

Disturbed skin

CORRECTIVES

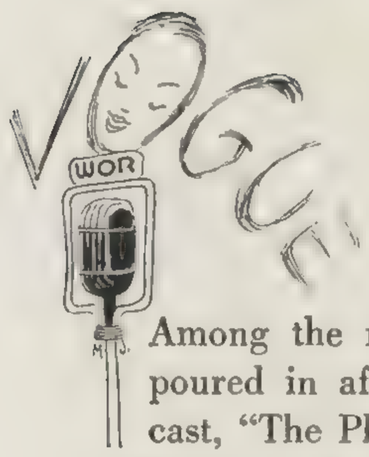
2 jars of Sulfo-Collodio Face Cream* @ $1.50	$3.00
1 jar of Emulsion Soap @ $1.50	1.50
1 jar of Active Ozone Face Cream @ $2.00	2.00
1 Herbal Astringent @ $3.00	3.00
1 Corrective Treatment at Gourielli Salon	5.00

MAKE-UP

1 Make-up Lotion @ $2.00	2.00
1 Lip-Rouge Stick @ $2.50	2.50
1 Moistureproof Mascara (6 months) @ $1.50	.75
1 box of Moonlight Mist Powder (6 months) @ $3.00	1.50
1 Eyeshadow Stick (1 year's use) @ $2.00	.50
Quarterly period, 3 months	$21.75

*This cream contains sulphur—a good corrective

And what's more . . .



Among the many comments that poured in after the recent broadcast, "The Philosophy of Wartime Dressing," made by Vogue's Editor-in-Chief, Edna Woolman Chase, over the Mutual Network—came one letter with a Washington postmark.

It was from Mr. Prentiss Brown, O.P.A. administrator, and we quote in part:

"To my way of thinking," Mr. Brown wrote, "it is an excellent philosophy not only in wartime, but in normal times as well. However, in such days as these, it is of even greater importance, for such a message is not only a definite boost to the morale of women, but it is a definite aid to the rationing program, as well."

Just in case you missed the broadcast, the philosophy Mrs. Chase outlined—and Mr. Brown endorsed so enthusiastically—boils down into this:

After denouncing the sorry spectacle of recent panic buying, Mrs. Chase said over the air: "Perhaps the present orgy of buying is due to the confusion in many people's minds of 'Buying' with being well-dressed. Vogue has always preached that most American women have too many clothes, too casually planned—or not planned at all.

"The answer to that is the planned, minimum wardrobe: everything right, everything the best you can secure, everything planned to collaborate with everything else. Buying in haste has always been foolish, unsophisticated, the mark of the neophyte. Today, it is an offense against the national economy."...

Keith Jennison, a fifth-generation Vermonter, makes a profession of collecting basic American wit. At thirty-one, he's at work on his third book, *New York and the State It's In;* has already published *Vermont Is Where You Find It* and *The Maine Idea* (with the laconicisms on pages 50, 51, and others from Vogue, Feb. 1, 1942).

Remember the colour photograph in March 1 Vogue—two girls in pretty pastel dresses, seated before a mural painted by Salvador Dali for the New York apartment of Prince and Princess Gourielli? Well—with a feeling for logical sequence, which a few of his critics deny him—Dali has now proceeded from painting the house to painting the owner.

Above, a glimpse of Dali sketching Princess Gourielli (Helena Rubinstein) in preparation for a portrait. He likes to make a series of sketches; then he withdraws to assemble from them (and from memory, imagination, and a few special symbols which he'd feel quite lost without) one of his eerie, exquisite canvases. As he puts it—"I am a tailor. I take measurements, and then I go away and create a new garment."...

Vogue's First Reader (born early in the winter—Julian Messner, Inc., Publishers) sold some 30,000 copies in the first three months of its life. The Literary Guild has sent out 20,000 to its members.

Vogue's white-haired boy, bald-as-a-bowl Ludwig Bemelmans (pages 42, 43), is writing his first novel—to be published by the Viking Press. *In the Wilderness Build Me a Nest* concerns a seventy-year-old epileptic, one Leonidas Erosa, "who is all that the name implies," and the flight of Erosa to Equador from Biarritz....

A recent Vogue feature had loud national repercussions. "My Blood Is in the War," by Donita Ferguson (February 15 Vogue), put the blood-donor case so forcefully that it was reprinted in the *Reader's Digest.* Many American and Canadian organizations asked us for reprint rights—among them, the International Harvester Company, the Diocese of Chicago, the Greater Cleveland Chapter of the Red Cross, the American Furniture Company, and the Woodward Stores of Vancouver....

The strictly sun-ripened background against which Horst photographed the models on pages 64-65 is in Sarasota, Florida—the terrace of Mr. John Ringling North's house. (Former Manager of the Ringling Brothers, Barnum and Bailey Circus.) Attractive Mrs. North (who was Germaine Aussey, the French film actress) thought the dresses looked so right in the setting that she chose one herself, wears it here....

Back in November—again in February—again in March—Vogue plucked at your sleeve and said, "Look! Pea-jackets!" We showed you short, swaggering, double-breasted coats—to toss on your shoulders, to toss off plenty of work. (One was of red wool—Eric sketched it in Grand Central Station; Wendy Barrie was photographed in another.) Now the pea-jacket family resemblance is recorded by a U. S. Coast Guardsman. (See the girl at the lower right, whose coat is an exact copy of those worn by her seagoing friends.)

CHEN YU enduring lacquer for your nails

Should be among treasures, its beauty is so rich . . . so brilliant . . . and it stays jewel-like on your nails so extra long without chipping. Considered the "choice" by those "in the know". Associated Distributors, Sole U. S. Distributors, Chicago.

an American product made in U.S.A.

NEW YORK OFFICE—FRENCH BLDG., ROCKEFELLER CENTER, COPYRIGHT ASSOCIATED DISTRIBUTORS, 1943. IN SOUTH AMERICA, ADDRESS CHEN YU, SANTA FE 802, BUENOS AIRES, ARGENTINA

Spring Bouquet

1943 fashion

The Topeka

The Juneau

The Sesa

The Neal

The Cadeta

The Knavel

$5 to $6

DENVER WEST
SLIGHTLY HIGHER

Natural Bridge Shoes

Trim, smart - and so *very* comfortable, Natural Bridge Shoes will "take you through" these "walk-a-mile" (and then *some*) days! We present for Spring and Summer an impromptu bouquet of clever, informal styles which reflect the Natural loveliness of the feminine ankle . . . footwear that is so 1943-*ish*. *Write for name of nearest dealer.*

The Natural Bridge of Virginia

NATURAL BRIDGE SHOEMAKERS

DIVISION OF CRADDOCK-TERRY SHOE CORPORATION • LYNCHBURG, VIRGINIA

DISCOVERIES IN BEAUTY

Revlon has a new lipstick-case—it's a light-as-air rose-red plastic, but the real feature is the faultless mechanism...a different twist ...one that takes only a second and holds the cap firmly, so there's no chance of a lost cap, plus smears. Lord and Taylor

A moss rose, settled on the crest of a white case which looks like fine porcelain, is Charles of the Ritz's newest charmer. The case is actually a hardy plastic, in a Grecian design. Inside is the "Moss Rose" lipstick, a celebrity enhanced by its pretty garb

Present it to yourself with a flourish, make it a lovely, useful present—Henri Bendel's lipstick cache of "10 WEST, DAY" and "NIGHT" in that tailored brown-and-white uniform. There's a faintly springlike touch to its flowered and be-ribboned packaging

GLENN GREEN

Here is Tangee's new lipstick-case, which is non-priority. It's a vivid red, with white decorations, and it won't act sly or temperamental when the atmosphere changes. The famous satin-finish lipstick is the inside attraction. Stern Brothers

cut out for summer

. . . this easy-to-wash dress of crisp, spun rayon, by Johara. Set-in waistband to give you a trim, slim waist. Dirndl skirt and bodice embroidered with self-color, cut-out flowers. In white, natural, powder blue or maize. Sizes 9-15 . . . 15.00.

Mail Orders.

Harzfeld's JUNIOR SHOP PETTICOAT LANE KANSAS CITY

The perfume of promise...

Worth
JE REVIENS
(I will return)

unforgettable fragrance...
he'll remember it...
and you!

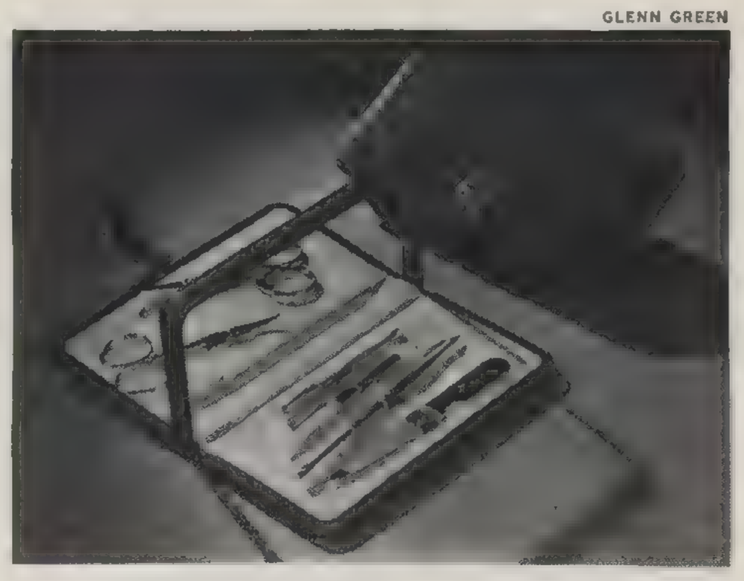
DISCOVERIES IN BEAUTY

Cream Cologne—because Helena Rubinstein's "Apple Blossom" is so delightful...because the other kind is scarce...because in these full days you want something that does more than its job—softens beautifully and is a balm to summer skin

Give your troubles to Gay Stanton's Nail Crème. Heap it on right over your nail polish, and you can cease puckering your brow about those rough edges that seem to delight in popping up all the time like the proverbial bad penny. Franklin Simon

To retouch your eyelashes when you're not at home (no water is needed), carry in your purse this Maybelline case, fitted with cream mascara and a brush. The zipper case has gone to war, but the new envelope has a good snap that holds well. Gimbel's

GLENN GREEN



Your hands are "on the double" now, and you haven't slews of time to cope with tattered nails and cuticles, so Barbara Bates' "Flying High" manicure set is a help. All you could need in a Sunset Red or Sunrise Blue leather case. From Gorham

FROM COLLEGE TO WAR INDUSTRY —Phylis tests tensile strength of fabric for parachute bags, tents, summer uniforms for the armed forces. She is one of 6 carefully selected college girls being trained in a big Textile Company to replace men called to the services.

Phylis Gray

Another charming Pond's engaged girl—daughter of Mr. and Mrs. W. Henry Gray of Great Neck, New York. Her engagement to Ensign Allen Hughes Jones of Chevy Chase, Md., now with the United States Coast Guard Reserve, was announced Sept. 15th.

PHYLIS AND ALLEN ARE SAILING ENTHUSIASTS. Her blue-green eyes are changeable as the sea. Her soft-smooth Pond's complexion has a delicate, rose-fresh beauty.

HER RING is exquisite—a shining solitaire with 3 smaller diamonds deep set each side in the platinum band.

She's Engaged!

She's Lovely! She uses Pond's!

"I GUESS girls all over the country are feeling extra grateful for Pond's these busy days," Phylis says. "A war job certainly doesn't leave you much time for fussy beauty care—so it means a lot to have a luscious, soft-smooth cream like Pond's to help keep your face bright and fresh, and soft-to-touch. It's the *grandest* cleansing and softening cream I know."

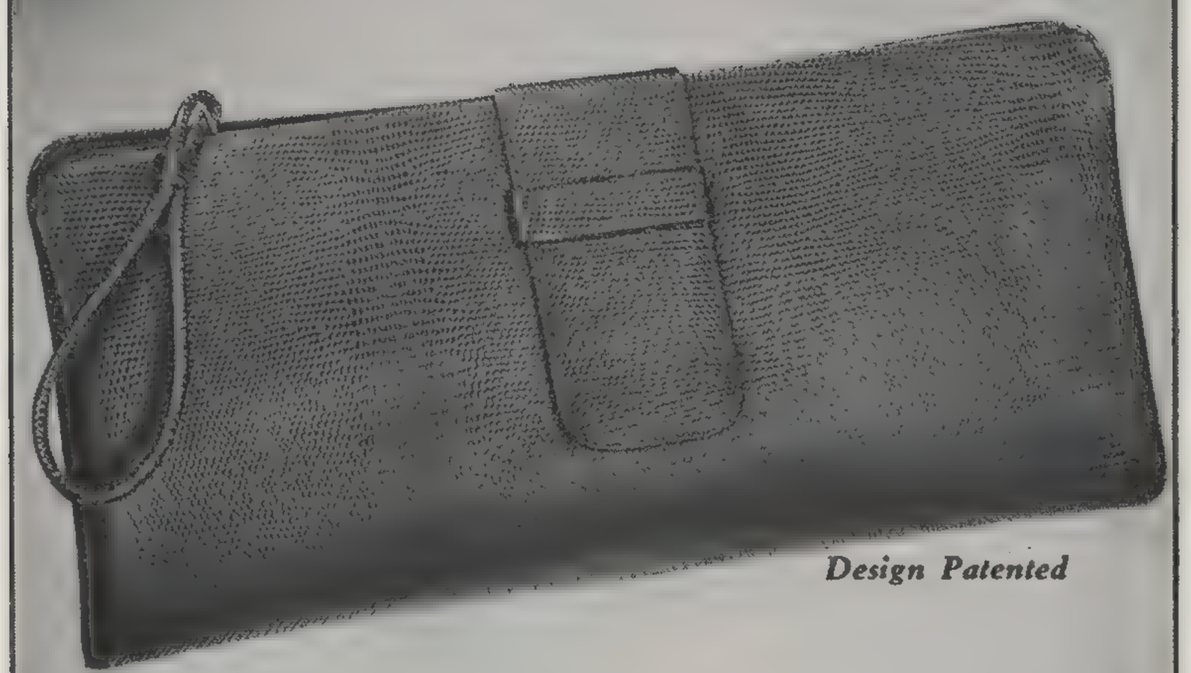
Here's how Phylis uses Pond's for soft-smooth cleansing: She slips Pond's Cold Cream over her face and throat and pats—gently, quickly, to help soften and release dirt and make-up. Then—tissues it off well. She "rinses" with more Pond's for extra cleansing and softening. Tissues off again. "It's a joy," Phylis says, "how made-over my face feels!"

Use Pond's as Phylis does—every night; for daytime clean-ups, too! You'll *love* it. And you'll soon see why war-busy society beauties like Mrs. Nicholas R. du Pont and Mrs. Elliott Roosevelt are Pond's users—why more women and girls use Pond's than any other face cream. At beauty counters everywhere—all sizes popular in price. Ask for the larger sizes—you get even more for your money.

It's no accident so many engaged girls use Pond's!

SHUR-TITE

Favorite of the Month



Design Patented

Simplicity for spring is the fare for '43! This fashionably slim bag hides a wealth of storage space . . . perfect for Mother, and grand, too, for her smart young daughter. Your choice of white or the new spring colors in lizard-grain cowhide.

$5.00*

Many other Shur-Tite originals at your favorite counter at various prices.

* slightly higher in some localities

Goldsmith brothers

NEW YORK • CHICAGO • LOS ANGELES • LONDON

POST CARD HOME

(Continued from page 43)

which stands below in the Common, next to an empty pond. The lonesome soldier sat in the lobby.

I saw him that evening sitting in a theatre, across the aisle three places away from me. It was at the opening of "Oklahoma!", and, while the faces in the audience were spread with gaiety, he seemed to be at a private funeral. He was blond, he wore a crew hair-cut, he looked at the stage through two round lenses, he had immensely long legs, which were folded so that the knee of the right leg supported his chin. He glowered through the entire performance. At the end, as if a referee had tapped him on the shoulder, he came out of the strangleholds...he let out the stored-up laughter of the evening.

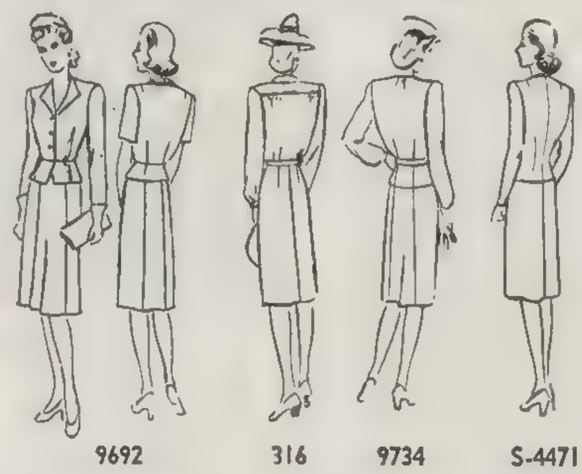
He walked slowly up to the door, and I spoke to him. He told me that he was from New York, and had spent an extra day in Boston before going back to his post. When I told him that I, too, was from New York and going back there the next day, he said, "Gee!" He said that in Boston the Stone Lions were inside the Library.

As he walked away, he was the portrait of lonesomeness. In the last war, I was stationed in Buffalo. I remember that more hurtful than anything in Army life, than wound or guardhouse, and almost incurable, is lonesomeness.

The things that are done for it are inadequate at best. I remember a recreation centre, an old house with books and a room in which thirty-six pieces of Mission furniture stood around an out-of-tune piano. This place succeeded only in making a howling misery of the men's sadness. They walked up and down, endlessly and alone, in the street where the heart lies.

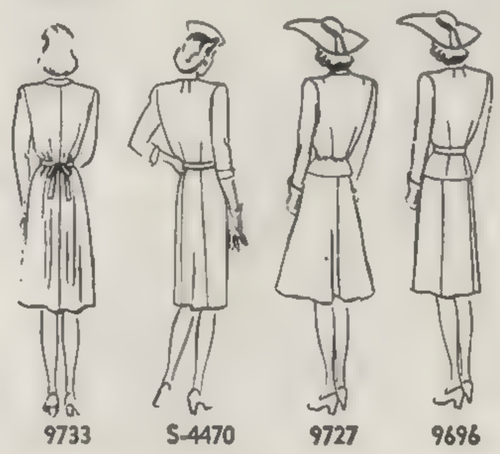
Their longing goes to strange things, of which one would not readily think. The soldier in Boston talked about the windows of Hammacher Schlemmer, and a door-knocker he had bought there. He went to see a film, called the "Cat People," twice in Boston, because he had seen it last with his girl in New York. He suffered a particular ache for the department store escalator, because, that same last day, he had gone to Macy's in New York with his father and mother; and the last picture of them in his mind is at the Oyster Bar in the Grand Central. Whenever he smells a clam stew, he can see them, and his heart sinks.

DESIGNS FOR DRESSMAKING

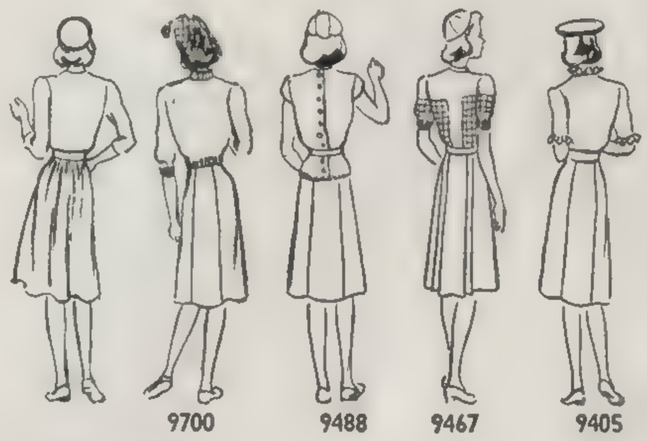


Here, left, are the back views of Designs for Dressmaking. All in sizes 12 to 20 (30 to 38). No. 9692, the piqué evening suit, page 70, has a six-gore skirt. On page 71: 316, gathers below shoulder-yoke. 9734, sports costume (does *not* have pleats all round). S-4471, dart-fitted jacket.

Right: All these Designs for Dressmaking (page 71) are available in sizes 12 to 20 (30 to 38). No. 9696 "Easy-to-Make," also in sizes 40 and 42. No. 9733, coat-dress, with back fulness held by tie-back. S-4470, one-piece dress. 9727, "Easy-to-Make"; peplum jacket. Bias skirt.



MAKE A SKIRT



Back views of sweaters and skirts on pages 72, 73. (Writ to Vogue for instructions for knitting sweaters...and skirt, far left.) The skirts: 9700, 12 to 20 (30 to 38). 9488, "Easy-to-Make," 25 to 36 waist. 9467, in sizes 25 to 34 waist. No. 9405, "Easy-to-Make," 25 to 36 waist.

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 104.

Overlooking the Texas garden that is her hobby, Marion Aldrich writes articles on gardening for national magazines. The DuBarry Beauty Preparations Mrs. Aldrich learned about through taking the DuBarry Success School course are her particular joy in this outdoor life.

Favorite Wonder-Worker of the Success School

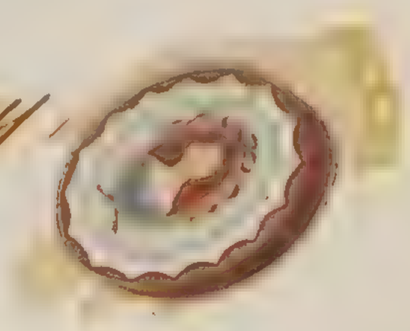
"It's miraculous...the new, lovely, luminous look of my skin!" So thousands of women who've completed the DuBarry Success School course say. And the topmost reason for all this new radiance, they agree, is DuBarry Face Powder!

Not till you've used this wonderfully smooth face powder can you know how it blends subtly with your own skin tones...mists over little complexion faults...and brings out glowing warmth you never thought your skin possessed! Clings, too, with a gentle tenacity that keeps you looking your loveliest for hours!

And no matter what type of skin you have, DuBarry Face Powder is for *you*. It has been skillfully compounded to have just the right weight and texture...the same flattering freshness for dry, normal, oily skins.

Best of all, we're introducing a new size of this famous two-dollar powder. This smaller version of the DuBarry luxury box, containing a three-months' average supply, sells for only $1 at leading cosmetic counters.

DuBarry
BEAUTY
PREPARATIONS
by Richard Hudnut



FEATURED IN THE RICHARD HUDNUT SALON AND DuBARRY SUCCESS SCHOOL, 693 FIFTH AVENUE, NEW YORK ...AND AT BETTER COSMETIC COUNTERS EVERYWHERE.

BROWN-FORMAN DISTILLERY COMPANY, INC., AT LOUISVILLE IN KENTUCKY

LUNCH, GENTLEMEN, PLEASE

(Continued from page 76)

followed by light meringues; or corned-beef hash and salad, ending with a creamy rice pudding. There might be a big dish of *gnocchi*, with its delicious cheese sauce, topped off by cut-up fruit containing, in the autumn, a good supply of peeled grapes, with a little of your last kirsch and maraschino; or a turkey hash and deep apple pie. Or have a luscious baked apple, or griddle-cakes with good Vermont maple syrup. The combinations are as endless as they are appetizing.

Rule Three

Rule 3 is easier made than followed: "To have good cooking you must have good materials to work with." But, while waiting for that golden day when the butter and cream man once more knocks at the door, have you tried to replace the whipped cream in the circle of your gingerbread pudding by beaten white of egg, lightly sweetened with sugar? Instead of rich sauces, made deliciously of butter and cream, switch to brown sauces, equally delicious if properly prepared. These have been used, perhaps, more in French than in American kitchens. Good stock is the basis, well seasoned with herbs and onions and celery, spiced with red and black pepper, browned with an Oxo cube or one of its substitutes. Since arrowroot is no longer obtainable, thicken your sauce with cornstarch, which is more delicate than flour, smooth it with dry white wine, which may come from our native vineyards...and you have a base for many food dishes.

Chop a few left-overs of lamb or chicken into this sauce, or, failing that, prepare in the same way a couple of slices of ham, or substitute a can of chipped beef, and then pour the whole over a dish of spaghetti or rice, and a tempting lunch dish emerges. Sweetbreads, with a brown instead of a cream sauce, are delicious, and sweetbreads are apt to be low in point values. Chicken livers, veal kidneys, or the back of a ham can usually be found, and calves' liver is often in the market when even lamb is not. And if you can't find meat, plan on shrimps for a hot-weather lunch, piled on a platter, held together with Russian dressing.

Lunch, during the war, should have the atmosphere of a picnic, just as dinner is often translated into an informal supper. If I provide what my instinct tells me will be especially enjoyed by the men of the party, I can not boast of great variety. I aim, rather, at that distant target, perfection. Lack of time for trial, discussion, retrial causes this repetitiousness, until a slight feeling of mortification leads me to add another to my skilful cook's string of so-called gems. Then, too, I do not believe that perfection is a widely-scattered art. It is concentrated and, like all perfection, a bit monotonous. But, the guests do not eat the *spécialités de la maison* every day! So a few excellent dishes for luncheon menus form the "bond" from which variety may spring at will.

But, above all, not "party food!" For lunch, I find that popularity centres about plain, homey dishes—corned-beef hash, fish-balls, a good omelet with cheese sauce or onion filling; a bowl of New England fish chowder on a cold winter day; liver and bacon when, by some happy chance, really good liver is in the market; a superlative creamed fish; kidney stew, with exactly the right amount of onion and a peerless sauce. Good additions would be hot bran muffins; corn bread, thin, with edges browned; or crisp crescents and whipped sweet butter.

It is with hesitation that I offer recipes. The imponderabilia in cooking, as in all else, makes the difference between adequacy and perfection, between competence and genius...that sixth sense with which some human beings are endowed, as others are with a gift for music or for painting, that something beyond knowledge or perception which can not be described or defined. Great cooks have it. They use a little substitution, a little addition, a slight change in proportions. Nothing definite or tangible, nothing which can be taught, but just that everlasting human variation—that minute, but vast, chasm between good and the best.

Try the recipes. They are none of them exactly as I received them. But adventure with your imagination, your ingenuity, your taste, and give them back to me one day improved and perfected.

Purée of Split Pea Soup

1 pound of split peas (I get mine from Andersen's, Buellton, California)
Chicken broth at discretion
Rind of salt pork
Ham bone
Butter
Onions
Carrots
Celery

Take the ham bone and the rind of salt pork; fry in a pan. Add the carrots and onions, cut in cubes. When a light brown, add the split peas (which have been soaked overnight), together with celery and light chicken broth. Flavour with Bouquet Garni. Add more chicken broth, and, if still too thick, a good piece of fresh butter. Serve with fried croutons. (Continued on page 92)

WHAT KIND OF AMERICAN ARE YOU?

So that you won't get filed away under the wrong political label, Albert Hall-Quest, educator, author, and lecturer has prepared a searching quiz for May 15 Vogue. Based on ten economical political issues, it helps determine whether you are basically a conservative, reactionary, radical, or liberal.

MAY 15 VOGUE on sale at the newsstands May 11

In 1890 Charles Tipping entered the employ of Reed & Barton; in 1943 he's helping them turn out war materiel.

"I'M TOO OLD FOR THE FRONT BUT I'M DOING MY PART"

"They won't take me in the Army, but right here under the roof where I've worked for 53 years I'm helping fight the war. It takes a special kind of craftsmanship to turn out surgical instruments figured to the ten-thousandth of an inch, and other essential equipment tremendously important to the armed forces. We here at Reed & Barton have the necessary experience, gained through years of fashioning accurately the beautiful pieces of Sterling Silver for which our Company is famed. It's a joy to be doing our part, and we know that the day isn't far off when we can again provide lovely Sterling for the homes of a free America."

If your jeweler is unable to supply all pieces in your Reed & Barton pattern due to war, rest assured they will be available when victory is achieved. Meantime, to help you maintain home morale, send 10c for our 64-page book, "How To Be a Successful Hostess." Reed & Barton, Box 990, Taunton, Mass.

Reed & Barton

STERLING SILVER

"A NEEDLE IS A WOMAN'S SWORD . . ."

And fine, lasting fabrics to sew on, and create from . . . might well be called her shield. Today, as more and more women turn to making their own wartime wardrobe, an age-old truth is again being voiced: "quality is the only true economy . . . it pays to buy the best." In spite of curtailed production (because of government demands for parachute cloths, uniform linings, etc.) you can still obtain lovely rayon crepes and prints made by Skinner for your Spring sewing needs. Not only that, but you can still depend on them for the beauty, and wearing qualities that have made Fabrics by Skinner famous for over 95 years!

WILLIAM SKINNER & SONS
Established 1848

Skinner's

FRESHMAN HAT CONTEST

THESE little hats are by-products of the Tobé-Coburn School for Fashion Careers, where executives in retailing and fashion, not designers, are created. With a bit of guidance from Sally Victor, these young women turned to with buckram, flowers, ribbon, gingham, in a contest sponsored by the Millinery Fashion Bureau. Shown are four of the hats which won War Bond prizes for their young creators.

School in session. The girls choose their materials, cut, block, sew, trim, experiment with their original ideas. The results: these surprising "first-try" hats, which show a fine flair for hattery

A bowed skull-cap—of red and navy-blue ribbon put together to fit snugly on long hair. It was designed by Bettye Silverstein and being modeled by Susanne Bullard

Topper for up-hair. A doily of straw braid laden with felt flowers, stems pointing skyward. It's Betsy Frickie's design, perched aloft Caroline Closson's up-swept

Glorified mob-cap, extremely good with shoulder-length hair. White lace with a starched white ruffle, circled by narrow ribbon. Jeanne Murray's, worn by Susanne Bullard

LUIS LEMUS

Platter flattery for a pompadour—two soft, double ruffles of red-and-white checked gingham. Cuffs to match. Barbara Roberts designed it. Caroline Closson wears it

You can wear any Costume Color

if you use the right shade of

FRANCES DENNEY FACE POWDER

"*Any* woman can wear *any* costume color . . . if she wears the right shade of FRANCES DENNEY FACE POWDER," says MISS DENNEY.

This statement is startling . . . and true.

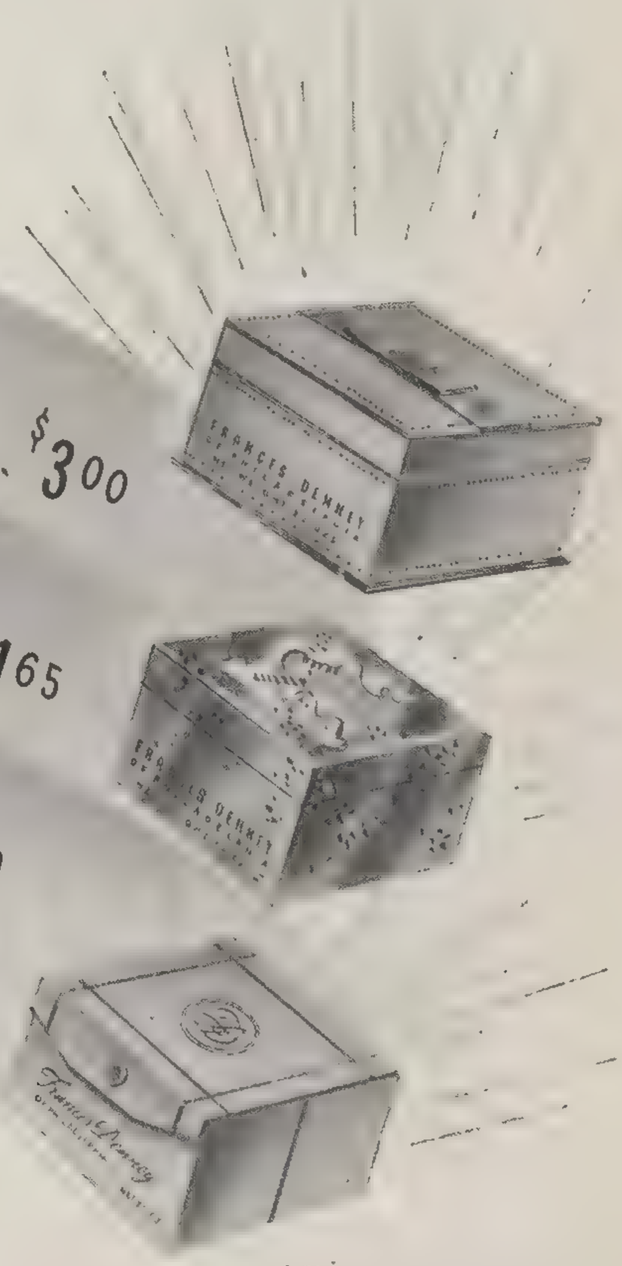
Costume colors cast reflections on the skin. Some appear to remove color from the skin tone . . . others seem to add color. That's why many women believe they cannot wear certain costume colors.

Convince yourself that what MISS DENNEY says is true. Next time you buy a new dress, choose a new color . . . and at the same time be sure to select the right shade of FRANCES DENNEY FACE POWDER.

SATINY POUDRE $3.00

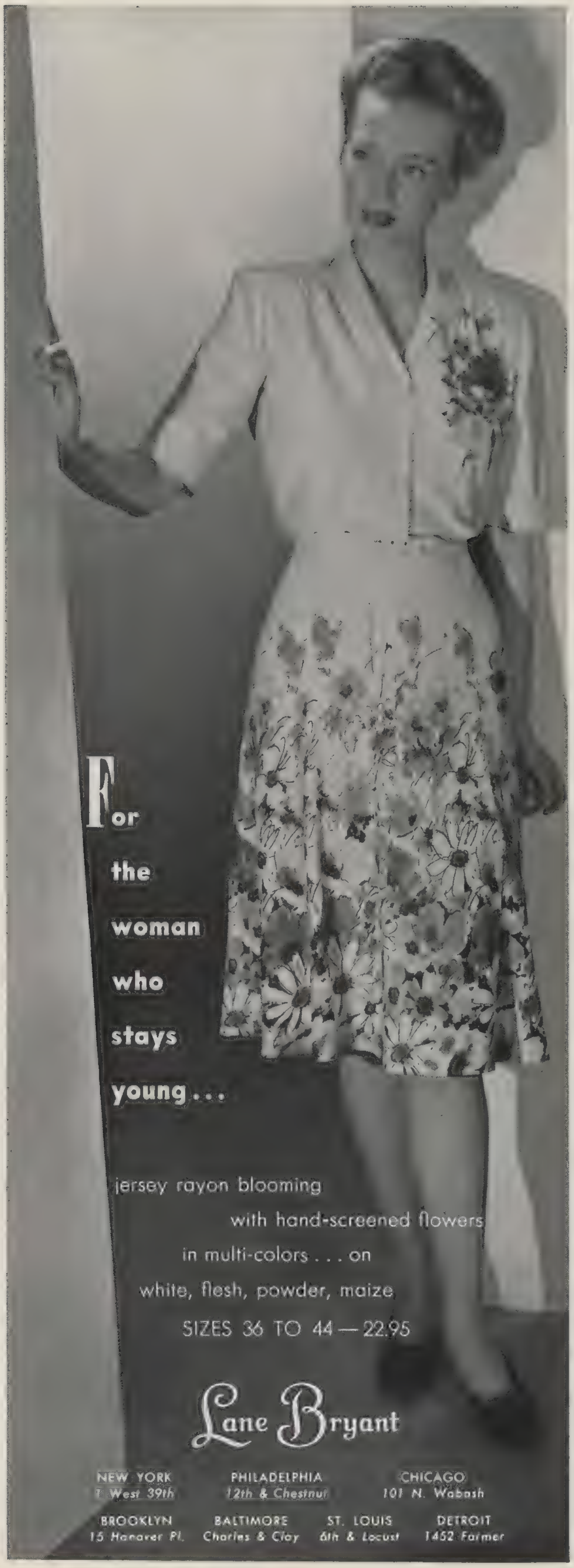
GALA FACE POWDER $1.65

FRANCES DENNEY FACE POWDER $1.50



Frances Denney
OF PHILADELPHIA

All prices subject to tax



LUNCH, GENTLEMEN, PLEASE

(Continued from page 89)

New England Fish Chowder (glorified)

Large haddock, with head
Pint of sliced potatoes
1½ pints of cream, or good rich milk
1 onion
4 fried onions
Seasoning

Cut the fish off the bones into small pieces. Boil the bones in very little water. Slice the potatoes; when the bones are boiled, strain the liquor over the potatoes. Put the potatoes to boil five or ten minutes with one onion. Add one pint of cream, but not all at once. Add fish and the rest of the cream as it boils up. Fry four onions lightly in butter, adding pepper and salt, and add with cracker-crumbs at the last moment. Additional cream may be stirred in, if desired or obtainable.

Fish Balls, Maine

6 medium-sized potatoes
1 cupful of salt codfish
2 tablespoonfuls of butter
3 eggs
A little nutmeg
Salt and pepper

Soften the fish in water overnight, and flake very fine. Peel, boil, drain, and mash potatoes. Mix with the fish. Stir in the butter and egg yolks. Season and blend the mixture well. Beat the egg whites and carefully fold into the mixture. While still warm, spoon up a gob of it and drop into bubbling hot fat. Fry for about three minutes, or until it turns to a delicate golden brown.

Fish Balls, Newport

½ pound of Canadian salt codfish
½ pound of potatoes, boiled; plus 1 tablespoonful of potatoes, also boiled
2 eggs
Cream

Soak the fish overnight, and change the water frequently. Then boil the fish until soft. Drain both fish and potatoes thoroughly and, while still hot, put them together. Add a piece of butter the size of a walnut and beat until there are no lumps. Add two eggs, mix while still hot, and beat until light. Add enough cream to make the mixture soft, season with pepper and salt. Drop from a spoon into hot fat.

Virginia Curried Chicken

1 fowl
3 onions
1 cupful of stock
1 cupful of raisins
2 apples
Cream to taste Curry

Boil the fowl and divide into small pieces. Make a sauce of the stock, three chopped onions, two finely quartered apples, the raisins, and cook fifteen minutes. Add curry to taste, and, lastly, sufficient cream to make a rich sauce. Serve instantly.... Traditional accompaniments to this dish are: grated coconut, chopped walnuts, Major Gray's Chutney, and—if you can find it—Bombay Duck.

Bran Muffins

1 egg
1 cupful of Kellogg Bran
1 cupful of flour
½ cupful of butter
½ cupful of molasses
½ tablespoonful of sugar
2¼ teaspoonfuls of baking-powder
Salt

Mix all ingredients thoroughly, and bake in shallow individual tins.

Cheese Biscuit

¼ pound of butter
¼ pound of flour
¼ pound of grated cheese
Salt to taste

Mix as you would pastry, and cook in a *slow* oven. This is for a small luncheon.

Blueberry Mould

2 pint jars of blueberries
2 teaspoonfuls of arrowroot, or cornstarch
Sugar
Narrow slices of bread

Line a mould with narrow slices of bread. Mix the blueberries with sufficient arrowroot (or cornstarch), slightly to thicken the juice of the berries, and add sugar to taste. Pour into the mould. This should be placed on ice for about two hours, or long enough to make the outside firm, and leave the inside soft. It should not be frozen hard. When turned out, the sweetened juice will have soaked through the bread, giving it a delicious flavour.

Hot Gingerbread Pudding
(*without cream or butter*)

1 cupful of molasses
1 cupful of sour milk
2 cupfuls of flour
2 eggs
4 teaspoonfuls of ginger
¾ cupful of brown sugar
1 teaspoonful of soda
1 large tablespoonful of margarine

Blend the margarine and sugar; add the molasses and sour milk. Stir in the flour, followed by the ginger. Then fold in the egg yolks, and afterwards the whites. Dissolve the soda in a little water. Pour into a ring mould and bake until crisp and light. Fill the ring with hot applesauce of a firm consistency, seasoned with the juice of half a lemon and a pinch of cinnamon.

If your rations permit, the pudding is greatly improved by serving with it a hard sauce. Otherwise, try beaten egg white, sweetened with sugar or saccharin, to taste. (*Note*: Saccharin must never be heated. If used in place of sugar for hot desserts, it should be added at the last moment, after the mixture is taken from the stove. And remember that saccharin does not supply the food values of sugar.)

This dessert may be varied by serving the gingerbread ring cold, and filling the centre with cut-up fruit.

THE FIRST U. S. BURLESQUE QUEENS WERE BRITISH

In the last seventy-five years, New York has witnessed the birth, death, and renaissance of Burlesque. In May 15 Vogue, Frank Crowninshield looks back to its birth when five beautiful British blondes, poured into tights, shocked New York, established the first Burlesque Company at Niblo's Garden in 1868.

MAY 15 VOGUE on sale at the newsstands May 11

Merle Oberon
in
"ATTACK BY NIGHT"
A Columbia Picture

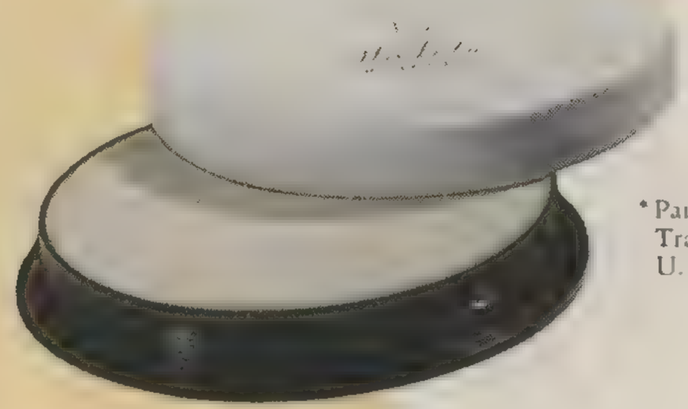
★ *It creates a lovely new complexion*

★ *It helps conceal tiny complexion faults*

★ *It stays on for hours without re-powdering*

Make up in a few seconds ...look lovelier than ever

FROM the very first make-up, you'll be thrilled with Pan-Cake Make-Up... it adds glamour to your beauty so quickly, so easily. Instantly your mirror will reflect a beautiful new complexion, lovely in color, smooth as a pearl, and flawless. Hours later your make-up will still look fresh and lovely... without re-powdering. Created for Technicolor pictures by *Max Factor Hollywood*, Pan-Cake Make-Up is now the favored fashion with millions of girls and women. Try it... give your natural charm new attraction.



PAN-CAKE* MAKE-UP

ORIGINATED BY

Max Factor ★ Hollywood

*Pan-Cake... Trade Mark Reg U. S. Pat. Off

On the home front—it's
Sailing Blues
Plenty tough, but not rough—these smash hit Sailing Blues . . . perfect for wartime living. Nicely tailored, becoming blue in a sturdy cotton that can take hard wear, hard washing. Sizes 12 to 20.
ILLUSTRATED:
Button-front dress with sailor collar . . . 6.95
Long sleeve jacket 4.50
Button-front skirt 3.25
Stripe cotton shirt in red, blue or brown, with white 2.50
NOT ILLUSTRATED:
Slacks 4.50
Shirt 2.25
Pleated shorts . 3.25
Plain shorts . . 3.25
Overalls . . . 4.50
Short overalls . 3.95
Coverall . . . 6.95
DSR
BEST & CO.
Fifth Avenue, New York
and branch stores
and good stores everywhere. Made by Straus, Royer & Strass, Inc., Baltimore, Md.
YOUR BEST BUY - - UNITED STATES WAR BONDS AND STAMPS

Cotton Blossom Cosmetics

THE Old South has a new cotton crop—one that's to be worn, but not seen. One that's cotton-light, but has a special fragrance. It's "Cotton Blossom"—a scent that's contrived to remind you of one of America's most romantic eras. And...sequitur...it's made by "Old South," perfumers.

Because perfume has more staying power when it's borne out in other departments, the "Cotton Blossom" family is not limited to perfume alone. Above: (1) Talcum in a pseudo sugar-shaker. (2) Concentrated "Cotton Blossom" perfume. (3) Dusting powder packaged in a generous box. (4) Cologne in a pretty glass house. (5) Soap—a trio to a box. As well as these beauty preparations—there are fashions in "Cotton Blossom" colours on pages 66, 67. Shops that have both are listed on those pages and page 18.

Bali

The Bra designed with YOU in mind

When you are measured for a brassiere, your corsetiere must learn more than the number of inches around your bustline—she must know the size of the breast itself. That is why BALI Brassieres are made with graduated cup depths in every size: A, small; B, average; C, full; D, extra-full (see illustration above). Next time you buy a brassiere, ask to see the BALI Bra designed for your proportions. You will find the size number and letter on the woven label inside. Remember it and your future fitting problems will be solved. BALI Bras in broadcloth, satin, lace, and nylon are on sale at better stores everywhere . . . priced from $1 to $5.

FREE BOOKLET—Write or *free* illustrated booklet "VM" that explains in detail just how you should buy your brassieres.

Look for this trade mark—it is in every genuine BALI Bra...

THE Bali BRA
REG. U.S. PAT. OFF.

BALI BRASSIERE COMPANY, Inc.
8 West 30th Street, N. Y., Mdse. Mart, Chicago

WHAT'S IN THE POST FOR ME?

(Continued from page 53)

a troupe of modernist unicorns and hats, has been sent by one's careful mother who has packed it with a selection of one's own frightful, old, discarded garments, hauled out of an attic limbo; she guessed that the clothes coupons question will have changed our former lordly point of view: "I'm not likely to want these rags again!" we had announced scornfully...but that was four years ago.

"To Pull Out a Plum"...

Still inviting you to join me in running through a characteristic wartime mailbag, we came to "Unsolicited Gift" on the label of one of those welcome parcels from America, covered over with stamps and censorship, Custom's permissions and lists of contents; but I never looked at those, preferring to put in my thumb and pull out a plum; we are all Jack Horners lately, and though our plums might seem faintly comic, we did seriously appreciate the dehydrated onion-flakes, the little packets of egg-powder, little jars of concentrated orange-juice; most glamorous of all, a taste of bacon from those royal pigs of Kentucky or Virginia who used to be fed, so fairy-tale informed us, on peaches and golden corn.

The time for these enchanted parcels is probably over; yet while they lasted, their advent brought us something beyond our actual need or greed: "Unsolicited Gift"...official phrase that by happy chance expressed what I meant better than had it been on a more lyrical note; for it must occur to all of us, in these years, that the very breath and sweetness of life itself is simply an unsolicited gift.

Every now and then, these parcels used to contain packets of tea or chocolate stamped with the names of English makers, once exported from Piccadilly to California; now with the merry-go-round reversed, reaching us again with love and good wishes in our village in Berkshire. We were debating over a packet of tea with a picture of Tewkesbury Abbey on the cover, whether it would turn out to be Indian *or* China; when our current cook interrupted with: "That's not Indian *or* China; that's *English* tea; look, you can see it from the picture!"

A prospective cook replying to my passionate invitation to come and be mine and mine alone, wrote: "Your environment and the tone of your letter pleases me." Naturally I was gratified at the testimonial, though I feared she would prove too good to be true. Another cook, replying to the same advertisement to fill a temporary or permanent post, and believing firmly in abbreviation, wrote: "I haven't had a perm for eighteen months now"; my secretary did not quite grasp that no question of coiffure was involved, and exclaimed, puzzled: "Fancy telling you about her perm in a letter! And in wartime!"

Here is an envelope with an olde-worlde, almost a prehistoric air; the writer, in a sudden fit of economy, has evidently turned out his pocketbook and hunted for forgotten stamps from a period back in the reign of King George V.; the unfamiliar colour looking debonair and jaunty, particularly as the gum had worn off and the stamps stuck on at all angles with home-made paste and thumb-marks.

Airgraph letters are this war's novelty; they were a special thrill when they first appeared among our correspondence, reproduced with all the delicate, finished perfection that used to delight us as children when we were given something grown-up in toy form: a shop, or a set of cooking-pans. I had a little draper's shop from Berlin, forty-five years ago; it is harder now to discover a present equally entrancing for a wartime juvenile.

"Pretty, Fragile Shells"

I sent a favourite godchild of mine, the other day, a quantity of shells that we gathered up while I was at the seaside convalescent after illness. It suddenly struck me that children of four, nowadays, have never had a chance to see the ocean; they are obviously kept well inland. Shells sent by post are poor fun when you are free to gather them yourself from among the sand and pebbles and starfish and the curling white edge of the waves; but better than nothing. So I scooped up as much of the seaside as I could, packed it tenderly, and wondered how much of its mysterious, magical quality would get through to her.

Shells, pretty fragile shapes; yet except for a child, the associations have gone wrong...Shells...Bombs...I had a little parcel among my mail in the autumn of 1940, which was about the size and general outline of an incendiary bomb; it was, however, a lovely cut-glass-and-silver flask in a shagreen case, sent to me by an unknown lady who had heard that I had lost all my own treasures in a fiery air-raid, and suggested that I might care to have this relic of charm and luxury to begin a collection again.

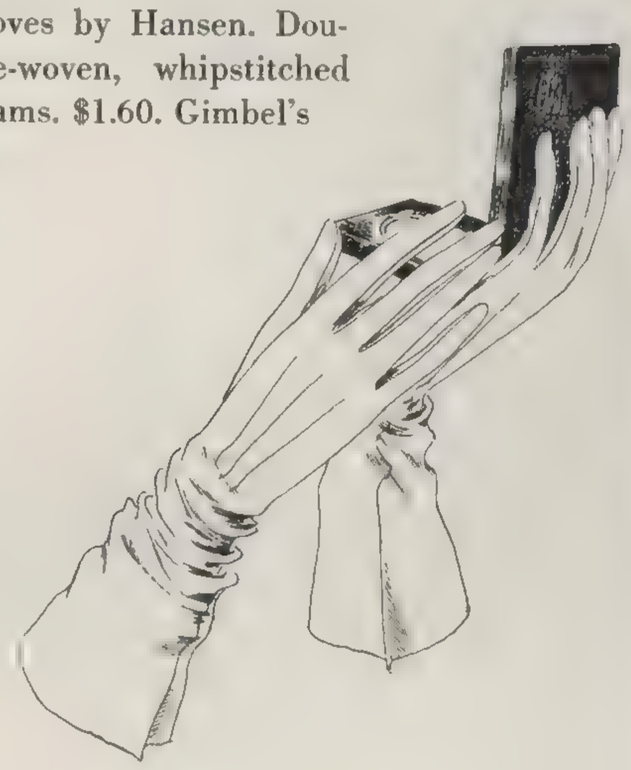
A generous, thoughtful gesture. And indeed, the minor woes of this war are undoubtedly creating a spirit of thoughtfulness-for-others, like this letter containing a personal introduction from my-friend-the-Admiral to his fishmonger, with an urgent recommendation in the postscript: "Remember they close at one o'clock sharp, as by then they have sold *both* their prawns."

SORRY IF WE'RE LATE . . .

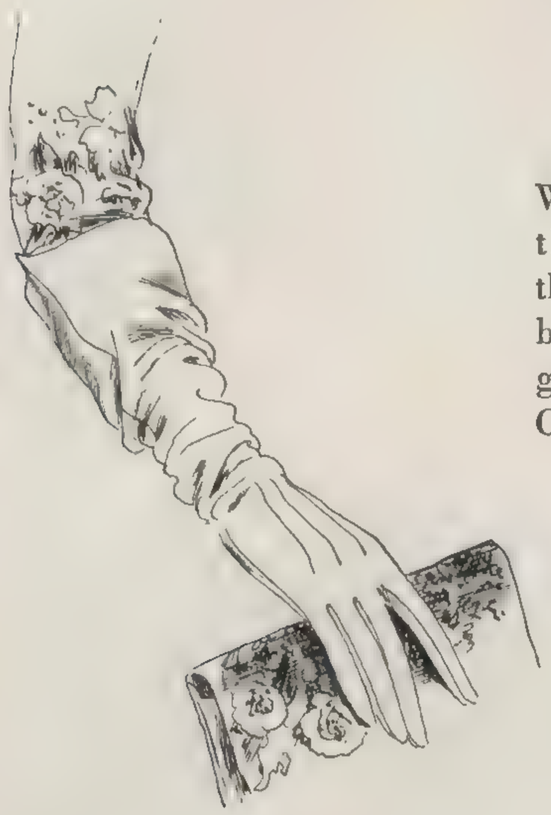
The war is taxing the nation's transportation facilities to the limit, and there will undoubtedly be delays in the delivery of your copies of Vogue. We regret the inconvenience to you, but this is a matter entirely beyond our control.

HAND LAUNDRY

To lend a hand-some air to suits—short, washable, chamois-coloured cotton gloves by Hansen. Double-woven, whipstitched seams. $1.60. Gimbel's



Emphasize your prints with these eight-button, washable, white Lavando gloves. They have "piqué" seams for trimness. $8. From Stern's



Wash them and wear them all summer, all the time. Useful eight-button white Mo-lavo gloves. $7. At I. Miller; Carson Pirie Scott

Short and cool, white double-woven cotton Dawnelle gloves with hand-crocheted insert on the back. Made of Elvette fabric. $3. Bloomingdale

Long white gloves of Aris "Four Hundred," which will wash beautifully and go with all and everything. 8-button length. $8. Jay-Thorpe

Short, white, and washable with a kick-pleat in the back—rapidly becoming a classic Kislav glove. $6.50. To be found at Best; I. Magnin

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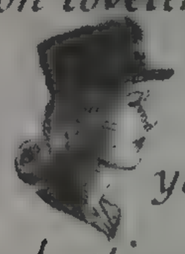

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Yolande

HANDMADE LINGERIE BLOUSES BABYWEAR

BLACK MARKET IS SABOTAGE

(Continued from page 58)

strong dose of common sense and reading-beyond-the-headlines. The nutrition facts are these:

We need about 2,800 calories a day. We'll easily get 3,000. Practically all the vitamins we need from A to Z—our protein, calcium, iron, thiamin, riboflavin, niacin—are all in the plentiful and available foods.

The country will average more beef and eggs than we averaged between 1935 and 1939. In that period, we had about 55 pounds of beef per person a year, and now we'll get about 57 pounds. In that period, we had about 37 pounds of eggs, and now we'll get about 40 pounds. However, we will average slightly less on milk products. We had about 806 pounds in those years, and now we'll average about 766 pounds.

All that fuss about canned foods was because we were being reduced from 40 pounds a year to 20! There is no shortage of fresh fruits and vegetables, or breads and cereals.

Just to give you an idea of our superior position as compared with that of a citizen of Britain or Russia, consider their allotments. The English are allowed 1 egg a month. Their weekly rations consist of 2 ounces each of tea, of butter, and of cooking fats. They get 4 ounces of margarine, of bacon and ham, and of cheese. They get 25 cents worth of meat a week, but no oranges ever, except for children under five years of age. And the British Food Ministry says that the health of the average Britisher is generally better, and his nutritive standards vastly improved after eating less and working harder than before 1939.

In Moscow in July, 1941 (and, of course, it is much less now), their rations for one month looked like ours for a week. In a month, those doing non-physical labour got 2½ pounds of meat, 2½ pounds of sugar and candy, 14 ounces of butter, 1¾ pounds of fish, and 3⅓ pounds of flour or macaroni. Not much for a month, is it? They filled in with bread—over a pound a week.

No one is going to be undernourished in the United States, and certainly no one is going to starve. And our distribution of foods will improve wonderfully as soon as we make up our minds to buy as always, to prevent unnecessary shortages, and, by so doing, to hold down the cost of living.

Since I think the Government is bungling why should I try to help? And isn't the Government the worst hoarder of all?

But *we're* the Government! When we criticize Congress, it's our representatives, the men and women we have chosen and voted into office, to whom we refer. If we elect a vigorous, fighting Congress which puts through rigid controls over wages, prices, and rents, that's to our credit.

And if we elect men and women who place the interests of a single group before those of an entire nation, then, again, it's our responsibility. But "the Government" can't do the job alone, for no law can control the actions of 135,000,000.

As the O.W.I. says, "The Government can only take the hard, unpopular steps that are needed, IF THERE IS WIDESPREAD POPULAR SUPPORT. Even when these steps are taken, they can be successful only if there is patriotic cooperation."

And what is called the Government's hoarding has imperative logic behind it. We have just started to fight this war.

The end is not yet in sight. We must send food to millions of our men who are thousands of dangerous miles away. Food often gets torpedoed or taken in battle, and we must have enough supplies on hand to replace these losses immediately. We must have additional supplies to meet the needs of our fighting allies—Britain, Russia, China. We must have still more supplies to feed the starving people of Europe when the invasion of occupied countries is carried out, so these brave fighters will be able to help us to victory.

And finally, there's the weather. We may have poor crops for the next seven years, and we must be prepared for that, too. All this takes vast stores of food! The Government is not hoarding. It's *preparing!* Remember all the criticisms of the Government for not hoarding rubber in time?

It's fine if it's our own Army we're feeding—but why forego steak to send food to our Allies?

The simple answer to this is that we're all in this war together, and our Allies are fighting with us side by side. We send what food we can to them—they give our troops whatever supplies they can. And together we're out to defeat the Axis.

Incidentally, the British are supplying our troops now with 400,000,000 pounds of food. Between last June and December, Australia and New Zealand gave to our troops the equivalent of 26 pounds of food per man from every man, woman, and child. So it's not a one-way transaction.

Why must we have rationing? Isn't this a land of plenty?

Our land of plenty remains a land of plenty—plenty of food, of clothes, of household equipment for all. But things will get scarcer for these reasons. First, because we're fighting a war now and setting aside huge stores of everything for our soldiers and sailors and marines and for our Allies.

Second, because our producers are concentrating on turning out materials for our Armed Forces, and, therefore, less and less is being produced for us, the civilians on the home front.

Third, because our nation is geared up to an all-time high war production level, and millions of war workers are in the market buying food and clothes and equipment on a scale never before seen in the United States. The supplies are declining, and the demand is increasing. And therefore, we're coming up against *temporary* scarcities for the first time.

And therefore, to make sure that everybody (Continued on page 100)

GRACIE ALLEN WRITES

(Continued from page 54)

third railroad ticket. He says a honeymoon is more fun when there are just two. Maybe he's right, but mother and I are certainly going to miss him.

"My goodness, I started out to talk about clothes, not husbands. I'm sure you're more interested in clothes, because there's a much larger selection in that line right now. What with the manpower shortage, the husbands that are left are pretty well picked over.

Hats...Fruit, Cans, What-Not

"Personally, I don't care what they ration, as long as they don't ration hats. I get such a kick when I buy a new hat. In fact, I get two kicks—the second one from George! Like most husbands, he thinks women's hats are just too silly for words. And he thinks mine are the silliest of all. But I just like my hats to be different—that's all. For example, I love hats with fruit on them...but now everybody's wearing them. So I've designed a new spring hat that I bet nobody will copy. It's got *canned* fruit on it!

"Of course, I think that a hat should be practical, as well as decorative. A perfect example is the hat I designed to wear at my concert in Carnegie Hall. It had a sliding top, and when I bowed to the audience after my number, the top of my hat slid down revealing a picture of Roosevelt shaking hands with Churchill. Let me tell you, the applause was deafening! I took eighteen bows and could have gone on indefinitely if the top hadn't stuck on the nineteenth.

Attention, Welders!

"You know, I've been reading a lot about the problems of women who work in war plants. They claim that it is very difficult to look glamorous while welding rivets, or riveting welds, or whatever it is they do. Personally, I can't see why. In fact, I think these jobs offer a woman unlimited opportunities to appear charming and feminine. Let's suppose you're a riveter. Hold your riveting hammer as you would a demi-tasse cup . . . with the little finger curved daintily, and the chin tilted at a smart angle.

"Many women complain that it is impossible to look attractive while wearing a welder's mask. I say this is not true. Take care of your mask as you would your own face. In fact, in some cases, the mask can be made to look even better than the face beneath it. What matter if a girl has a large, unattractive mouth? On her mask she can paint an enticing pair of cupid's-bow lips with just the correct shade of lipstick. A little eye-shadow around the goggles and thin lines of mascara over the glass itself will give the impression of large, soulful eyes. Ears are optional.

"A Good Shape Helps"

"Now, of course, slacks are the accepted attire for women in war plants, and, unfortunately, many women do not look their best in slacks. But my advice is—keep them as neat and trim as possible. Always have your slacks in good shape. It also helps if you have a good shape in your slacks.

"As to sweaters, some employers object to women workers wearing sweaters, as they seem to distract the men. Why this is, I can't imagine. In fact, I've never been able to understand the sweater craze. When George first came home raving about Lana Turner's sweater, I sat right down and knitted him one just like it. And to this day, he hasn't worn it. Men are so silly.

"My goodness, I didn't intend to ramble on like this. So—all my love, and don't worry about clothes rationing. It isn't likely unless we women bring it on ourselves by needless buying. And rationing isn't bad, anyway. Look at shoes. I was awfully worried about getting only three pairs a year, but George gave me a good talking to. He said that a person should be able to get along on *one* pair. So I took his word for it—and also his ration stamps. Isn't it comforting to have a husband?

GRACIE."

SUMMER CIRCUIT

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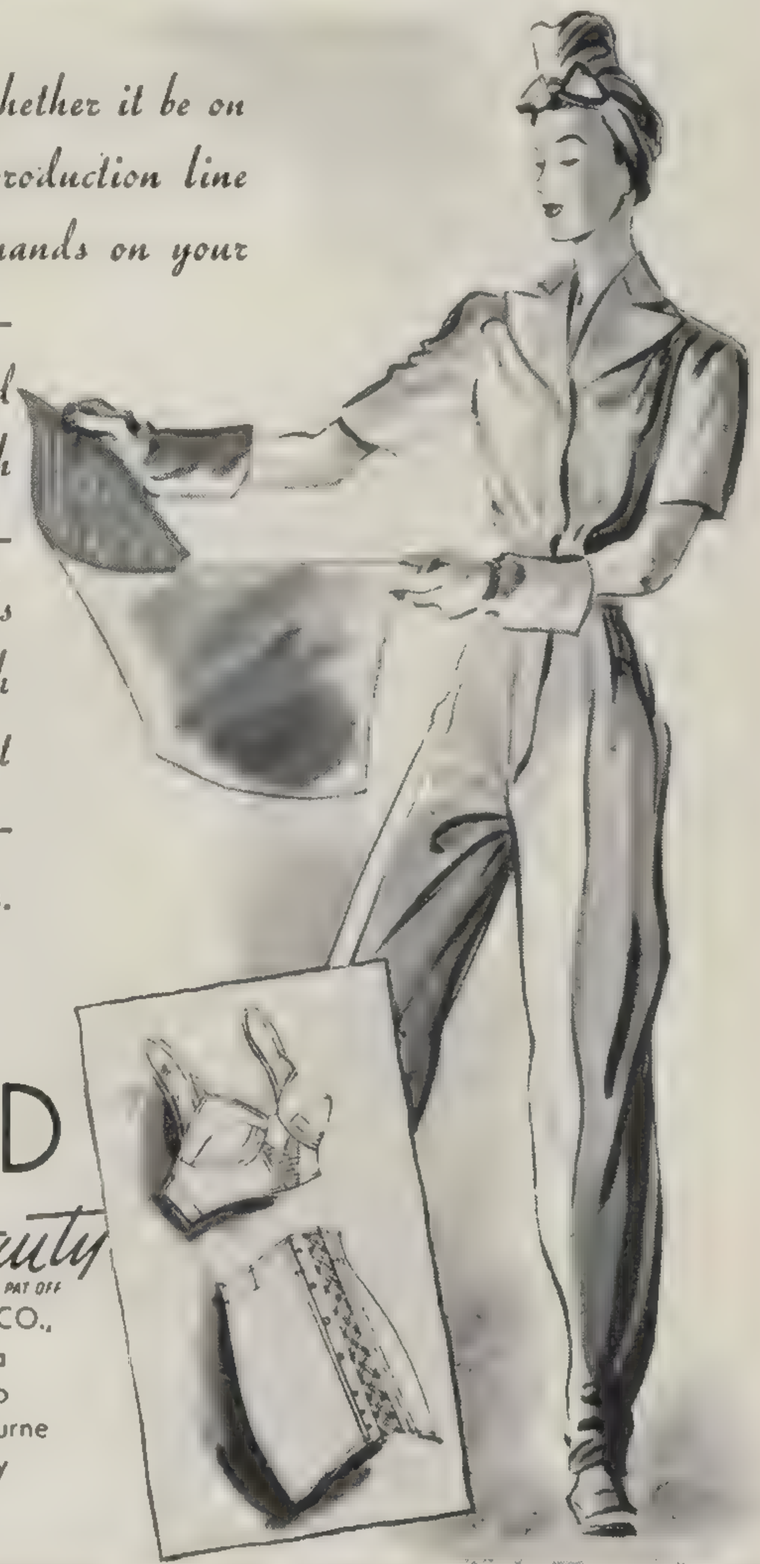

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VOGUE STUDIOS

BLACK MARKET IS SABOTAGE

(Continued from page 98)

has a chance to get a fair share of what is available, we have rationing.

It's a simple story when you stop a minute and think it out. And it all makes sense, for we can't fight this war unless we have our peak-speed war production; we can't advance on our enemies unless we have sufficient supplies for our Armed Forces and Allies, and we can't achieve victory unless we and our Government cooperate fully in making our controls effective.

No matter what happens, goods here will probably never be as scarce as they are now in countries fighting beside us against the Axis. And our position would be even better than it is were it not for the "smart girl" who is trying to corner the plenty.

Her scare rush on America's stores, her spree-buying, and her fostering of black markets are hastening rationing and inflation. No one person can win out over inflation—which is just a short word for a rapidly rising cost of living. Unwarranted scarcities, caused by abnormal buying, encourage rising prices.

Dealing in the black market defeats rationing and price control, our two major weapons against shortages and skyrocketing prices. Soon or late, the "smart girl's" supplies run out, too, and then she has to go back to the stores, seeking food and clothes and equipment. But she goes back to find shelves emptied by her thoughtless buying of before. She goes back to find prices that gobble up her dollar bills. And she's largely responsible.

There's only one way to beat inflation. And that's to prevent it. There's only one way to make rationing and price control work. And that's to cooperate and to destroy the black market by refusing to have anything to do with the racketeers who are running it. These are our jobs on the home front just as the Japs and the Germans are the jobs of our men on the fighting front. Our Service men do not expect us, on the home front, to cheat.

TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except, of course, to accord them courteous attention and ordinary care.

SOUP HITS A NEW HIGH

By Aileen Platt

With meat rationing here and every housewife eying budgets with alarm, soups will often move up from a dainty first course to become a really substantial part of the meal. The homemaker's job today is increasingly difficult. Of necessity, she is forced to cut down on meats. Substitutes that are equally filling, and as nourishing as possible, must be found. There are so many kinds of soup that we concern ourselves here only with those that can replace the main course to some extent, rather than the consommé type.

The thrifty French have always been great soup-makers. They use anything and everything for a stock. We would do well to follow their example. The French cook always keeps a stock-pot going. Into this go scraps of leftover beef, poultry, bones and gravies, vegetable water and vegetable scraps, such as celery tops, soft tomatoes, parsley, a bit of onion or carrot. All this is boiled up and put on ice to keep from souring. Add to the pot constantly, and boil it up every three days until used, to keep the stock fresh.

America has been a nation prodigal in riches. We must learn new ways now and make every drop of food count. In the recipes given here, your stock-pot can supply some or all of the basic liquid called for. The results should be both satisfyingly delicious and economical.

Beef and Chicken Soup

This is a particularly delicious soup of the clear brown variety. The chicken feet give it a very rich and slightly gelatinous quality so desirable in this type. The beef can be removed intact after cooking and served in any way that suits your fancy.

2 pounds of shin beef (brisket, if you want a very rich soup)
Any extra beef bones
10 trimmed chicken feet
1 can of tomatoes, drained
Celery tops
Sprig of parsley
1 large carrot
1 large onion
Bay-leaf
Salt to taste
¼ teaspoonful of peppercorns
3 quarts of water

Wash the bones and beef; then put them in the soup-pot and cover with cold water. Let stand while you clean the vegetables and prepare the chicken feet. To clean the feet, plunge them for a minute in boiling water. The skin will then readily peel off. Add these to the meat; also all the vegetables, including the tomato pulp.

Simmer for three hours or more, until the soup is rich. Skim occasionally during the cooking. Strain, and serve the clear soup with lots of very fine-cut egg noodles, or tiny matzoth balls.

Oxtail Soup

This is one of the best of all recipes to fulfil the requirements of both soup and entrée. Abundant with various-coloured vegetables and rich chunks of meat, it is a delicious and satisfying dish.

If your particular market carries those Cellophane packages of assorted vegetables all diced and ready to use, it will be cheaper and easier than preparing them separately. This is a sort of "anything goes" kind of soup. Use up whatever you have, and it will still taste good.

2 fresh oxtails, cut in small pieces
Marrow bones, and any other bones you can glean from the butcher
One-half cupful each of diced celery, carrots, beans, peas, onion, fresh or canned corn, okra, green pepper
1 can of tomatoes
Salt and pepper to taste
1 bay-leaf
½ teaspoonful of marjoram
½ teaspoonful of savory
4 quarts of water

Put oxtails and bones into the water. Bring to a boil and skim. Turn down flame and simmer for at least three hours. Add the tomatoes, seasonings, and all the vegetables. Simmer another hour or so, until the soup is rich and tasty.

Three French Soups, from One Base

Remember those thrifty French we mentioned before? Thank them for this three-in-one recipe. All these soups are famous in their native land, and rightly so. The basic soup is Hot Potato and Leek Soup, often called Peasant Soup. It's a lovely, milky dish with aromatic slivers of golden fried leeks floating in a buttery pool.

From this Peasant Soup comes Crème Parmentier, practically a hot Vichyssoise. And by the addition of some icy cream and spikes of green chives, we have Vichyssoise itself, the perfect hot-weather soup, famous and beloved by all gourmets. You'll probably be hearing it called Crème Gaulloise, by now.

Hot Potato and Leek Soup

6 leeks
2 white onions
4 tablespoonfuls of sweet butter
1 quart of soup stock, chicken or veal (canned consommé is excellent)
6 diced potatoes

Melt the butter in a heavy skillet over a very low flame. Don't allow it to brown, and add the finely sliced onions and diced white of the leeks. Brown very gently, until cooked through, but never let it pass the golden stage. Put the diced potatoes in the soup stock. Add the onions and leeks with the butter, and season with salt and white pepper. Cook until the potatoes are soft. Serve with toasted French bread.

Crème Parmentier

Take the Hot Potato and Leek Soup and mash forcefully through a sieve until the soup is a smooth, thick liquid. Add two cupfuls of rich milk (if you have a cow, use cream) and bring just to the boil. Remove from the fire, and drop in a lump of sweet butter the size of a walnut. Whip with a wire whisk. Serve at once with croutons.

Crème Vichyssoise

Put the Potato and Leek Soup through a fine strainer. Let it cool. Add two cupfuls of milk and one cupful of light cream. Bring to the boil, and strain again. Be sure the soup is absolutely free of lumps. It should be velvet-smooth. Add another cupful or two of the richest milk you can find. Blend thoroughly, and put in the ice-box. Serve as cold as possible, with a half-teaspoonful of finely chopped chives on each portion.

Note: There is no reason why you should not vary the amount of cream and milk used. Suit your own taste—and the supplies of your dairy. The amounts given are traditional.

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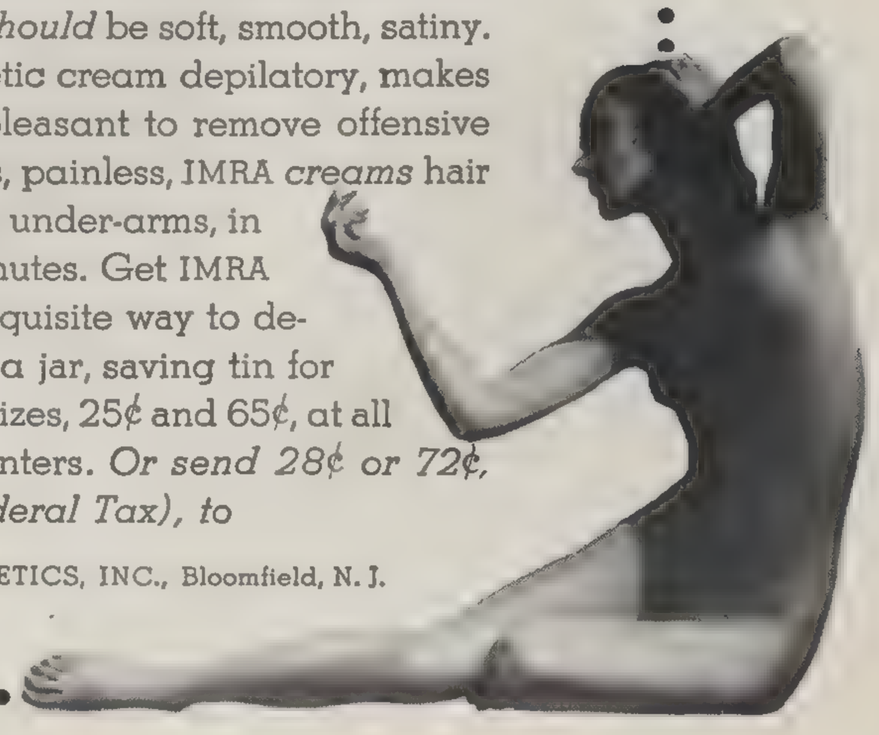

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CANTEEN ETIQUETTE

By Millicent Fenwick

[EDITOR'S NOTE: *This speech, by Vogue's Hostess Editor, was one of a series given at the Four-day Forum for Volunteer Workers in the Salvation Army Canteens of New York. It will be included in the Salvation Army Manual for Canteen Workers.*]

A SPEECH on canteen etiquette is just as difficult to make as a speech on how to drive a jeep. Both are new activities, both have been born out of this war, and there is nobody of inherited and published opinion on either subject. The only authority is those who are actually doing the job. They have developed, within the last year, a very sensible and very strong set of rules. They are strong rules because every one accepts them, and they are practical rules because they were developed in the heat of the canteen kitchen.

The first of these is that you don't make appointments in the canteen to meet any of the men outside the canteen. You don't let them take you home. You don't give them your telephone number. You don't establish any, so to speak, extra-mural contacts.

The second rule is that you never play any game for money, or any other stake. And—of course—you never join in any game at all unless you're invited to. Some of you have perhaps heard the story about the soldier-boy in the canteen in North Africa. He was seated quietly, and quite happily, playing solitaire, until one of the hostesses came over to his table. He went right on playing, and suddenly the canteen worker leaned over the soldier and said, "red Queen on the black King." He didn't answer. A minute later she said, "black seven on the red eight." So he stopped playing. Then she said, "You boys must be very lonely out on those desert patrols." He looked at her patiently and said, "Oh no, Ma'am, we just take out a pack of cards and in no time at all some one leans over your shoulder and says, 'red Queen on the black King.'"

The third rule is that you don't drink anything even if, as in some cases, beer or punch is served to the men.

The fourth rule is that you never bring up your own private life, as a matter for discussion, either with the men, or with your co-workers.

The fifth rule is that you obey the rules of whatever organization you may be working for or you leave that organization.

The sixth rule is that you must be impartial and never show any conspicuous favour towards any one man or group of men. Naturally, you will find some men more friendly and responsive than others, and some men will find you more helpful than other workers, but you must never show any special favour. It only makes the other men feel less welcome and important. Of course, the obverse of the medal is just as bad—the sweeping, over-sym-

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CANTEEN ETIQUETTE

(Continued from page 102)

pathetic, over-solicitous attitude that verges on the condescending or patronizing.

The seventh rule is by far the most important, although it is really more of a PSYCHOLOGICAL ATTITUDE than a rule. You must be comradely in your attitude toward the men and never coy. Dorothy Parker once said that the answer to "Where did you get those big brown eyes?" was "Don't be an airedale." But that is definitely not the correct canteen answer. I'd suggest "Thanks a lot. How about some coffee?" It lacks the Parker punch, perhaps, but, in its own way, it's just as effective.

Like any other rules, these rules are only the skeleton. It is the spirit behind them that counts, and apart from the basic element of comradely frankness, I think that the most important element in the etiquette of working in a canteen is the professional attitude. The correct canteen worker, even though she usually is a volunteer, never regards her canteen work in anything but a strictly professional light. It's very bad form to allow any criticism of the organization you work for, or of your co-workers. This doesn't mean that you have to be stiff, or overformal—which is probably the last thing any canteen worker should be—but it does mean that you present a cheerful, solid, united front as an organization.

The second part of the correct professional attitude shows in your dealings with your fellow workers. It is, of course, a breach of any etiquette to make others feel uncomfortable, or to show one's likes or dislikes. In private life you can choose your friends and companions. In professional life your boss gives them to you, as God does your brothers and sisters. If you think your private life is more interesting than that of your co-workers, it is extremely bad taste to let them know it.

This same rule should govern your appearance whether you wear a uniform or not. Every woman in public or professional life—and that is what all of you are—develops a way of dressing for her work that is quite different from that of her private life. If she has no uniform, she wears less jewellery, simpler materials, fewer fussy or ostentatious gadgets when she goes to work. It really isn't anything definite enough to put your finger on; it's a question of taste. In uniform, the good professional tones down her make-up, does her hair more simply. Sitting in front of her mirror in the morning, with a work day in prospect, she will automatically and almost unconsciously take off the extra lipstick, decide against wearing the extra piece of jewellery, pin up the flowing hair that looks so badly under her uniform cap. The Armed Forces have recognized the importance of a coiffure and, for their women auxiliaries, have made it a (Continued on page 104)

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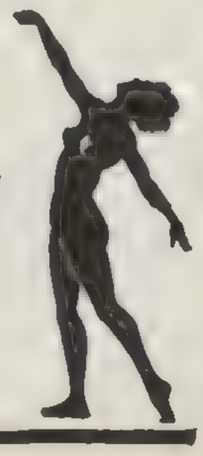

CANTEEN ETIQUETTE

(Continued from page 103)

regulation that hair shall not touch the collar.

Every professional worker has left the small safe accustomed world of her family and friends for a bigger, more varied world. Each one, safe in her own little circle, knew exactly what her family and friends thought of her. She knew the standards of her world and if she decided to depart from them, it was at least a decision and not an accident. But in the new world of her war work every woman must meet hundreds of people whose standards may be entirely different from her own. There is a risk not only of offending someone's idea of behaviour, but also of being completely misunderstood.

In New York City, for example, there are hundreds of thousands of women who smoke, but in many small towns there is not one. One woman worker, a nurse's aide, told me that she overheard two western boys talking about this. One said to the other, "I've seen something I bet you've never seen. I saw a woman smoking and she wasn't fast either." For any of us who have the habit of smoking it is almost too much to ask that we go for long hours without a cigarette. But in your professional life, if you must smoke in front of your public, smoke as unobtrusively as you can.

Exactly the same rule applies to terminology. There are words that you may use easily and lightly in talking to your co-workers which could be very much misunderstood by men in the Armed Forces. A typical example is the word "babe"—which is quite a usual nickname around New York, but quite an unusual and descriptive phrase, with quite different connotations, in many sections of the country. It would be perfectly impossible to track down all of these obscure double meanings and the answer is to use generally known terminology.

All this is an accepted part of the professional attitude. This is established etiquette and there are books that touch on the subject. But all of you are much more than professionals. You are duration workers. You have taken on hard jobs for a hard emergency. You are, above all, members of a tremendous organization and though it is true that etiquette is usually only a question of good sense, self respect, and a kind heart, it is also true that what is perfectly proper in a private individual is not proper in one who represents an organization. Each organization of course has its own functions and its own spirit, and it would be a breach of form, as well as a breach of faith, for any worker to depart too widely from that spirit. That spirit must be the final arbiter, and the deciding factor, in all the actions of its workers. And your organization, the Salvation Army, gives a high standard to follow—frank friendliness, gentleness, a certain Christian humility, and good will towards our fellow men.

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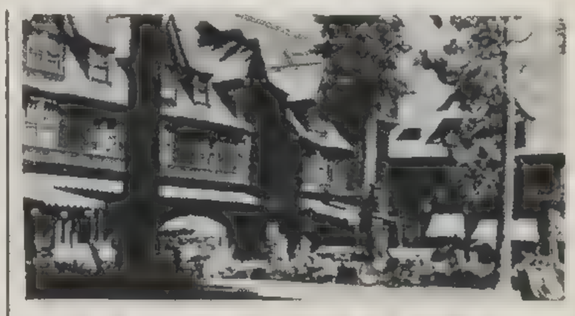

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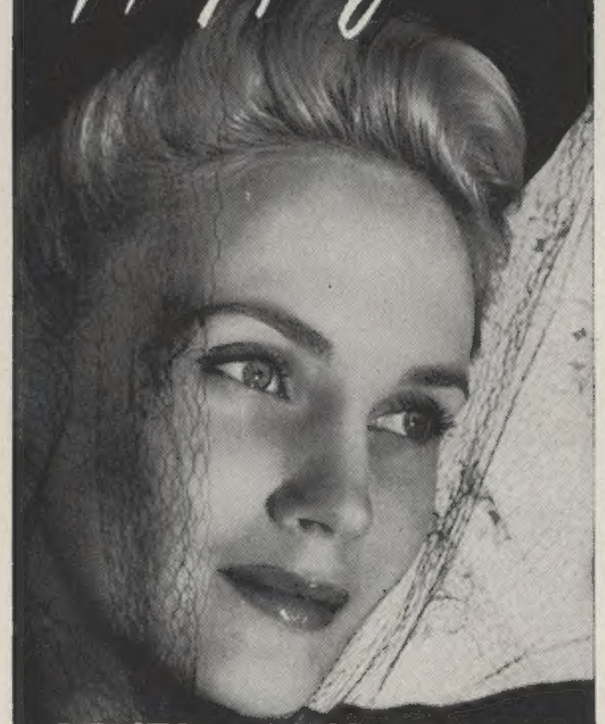

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LONDON SPOT-LIGHT

Ranging over books, theatre, ballet, films, past, present, and to come

By Lesley Blanch

ESCAPISM is a newfangled word for that divine power which enables each one of us to remove, in brief snatches, from the exigencies of the present. Curiously enough, this habit is usually condemned by those who do not share our particular method of escape. ("Orthodoxy is my doxy, but heterodoxy is the other man's doxy.") The fact remains: instincts of self-preservation lead each one of us to our own form of escape. Even Mr. Churchill, that man of action, refuses to be bowed by care, and takes his paint-box along to Casablanca.

Escapism takes many forms. There is the study of elaborate cookery books; Rita Hayworth; re-trimming retired hats; reading old love-letters; writing new ones; philosophic arguments; bridge...Collectively, it's frittering, but individually, it's a life-giving oasis, and a psychological "breather."

Personally, I enjoy reading remote travel books, especially those which are tropical, rather than topical. "To one who has been long in city pent"—and this city in particular, with its perpetual damps and drears, its dun-coloured bricks, nagging winds, watery sun-gleams, and skies of overcast, skim-milk (or should it be *household* milk?) grey—there is a particularly voluptuous abandon in reading about torrid zones.

I recommend a re-perusal of such as Fielding's *Voyage to Lisbon*, or Washington Irving's *Alhambra;* and, less well-known, Madame Calderon de la Barca's *Life in Mexico*, a wonderful jumble of the entire *corps diplomatique*, with flora and fauna, superstition and climatic vagaries, twenty years before the arrival of the Hapsburgs.

Foremost among new travel books, I recommend *The Land of the Great Image*, by Maurice Collis, and *West Indian Summer*, by James Pope-Hennessey. Mr. Collis' book is a fabulous tale, a sort of continuation or enlargement of his chronicle of Jesuit endeavour glimpsed in his study of China, *The Great Within*. There, frequent references to Goa made one long to know more of this strange, baroque Indian city built by seventeenth-century Portuguese, to be the focal point and ecclesiastical centre of their Asiatic domains.

The Land of the Great Image tells the story of "golden Goa," with all its pearls, slaves, and spices, priests and inquisitions; its parasols and palaquins, looking oddly like brass-knobbed bedsteads. From Goa, we are transported, by the arduous and ecstatic voyage of an (Continued on page 106)

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LONDON SPOT-LIGHT

(Continued from page 105)

Augustinian friar, Manrique, to the remote kingdom of Arakan, a Buddhist stronghold in Burma, at present in Japanese possession. Thus, this entrancing book is as topical as tropical —if escapism must be justified.

James Pope-Hennessey won the Hawthornden Prize with his *London Fabric*, which was the outcome of some years of devotional wanderings. His new book derives from the spring and summer of 1939 which he spent in the West Indies as A.D.C. to the Governor. It has been written in snatches, between his present work at the War Office, and follows the tradition of other West Indian travellers, such as Froude, Kingsley, and Carlyle.

The theatre is, of course, a prime means of escape. Much of note is promised. "The Eve of St. Mark," Maxwell Anderson's mystical morality play about the doughboys in the Philippines, is considered America's outstanding war play to date. Anderson wrote "What Price Glory?" But the two plays are as different as the two wars. Gabriel Pascal, the chunky Hungarian-born dynamo who brought Shaw to the screen, returns from America to produce it—his first stage venture here. Meantime, "Flare Path" seems to have become our official dramatic symbol of the war; it runs timelessly.

"Brighton Rock," Graham Greene's nasty, brilliant, sordid story of the razor-slashing race-gangs, is dramatized at last. What material for a thoughtful actor! And Richard Attenborough, who is such, plays the loathsome, yet pathetic central figure. This is the sort of rôle for which ambitious players crave. It is at once repellent and compelling. Attenborough has the advantage of looking as unlike a juvenile lead as possible. He is not a romantic figure, but has, instead, intelligence and emotion. You may remember him as the dazed and bolting sailor-boy of "In Which We Serve," or as Regina's truly obnoxious nephew, in "The Little Foxes."

Fred Ashton has been given three months' leave from the R.A.F. to work again with the Vic-Wells Company. The result will be a ballet on Spenser's *Faërie Queene*, with music by William Walton, *décor* by John Piper.

Later he has plans for a Ouida ballet, to be done in conjunction with Cecil Beaton. This will have the full Ouidaesque refulgence and be the apotheosis of guardee-dom, with looped plush *portières*, mashers, and boudoir infidelities, seen through a haze of patchouli and scented cigarette smoke. At least, that's my version of the popular conception of Ouida: actually, the ballet will be set *en plein air*, Boudin-like, on the beach at Trouville.

That is one side of Ouida's *manqué* genius. There were others, indeed, several others; she was an impassioned champion of liberty; a doting animal lover, and a discerning critic. But none of these things lend themselves to the lightest, most fantastic toe, which is Fred Ashton's happiest vein.

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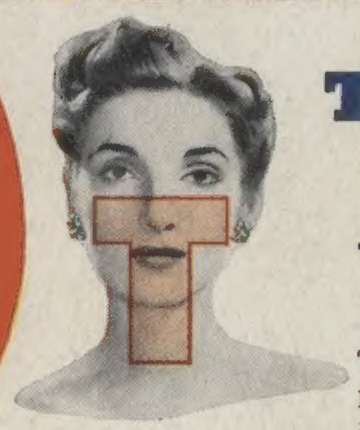

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